**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes: Ethics of Social Media**

**Identification**

* Reporters need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ themselves as reporters so other users understand that their comments may be published; it is unethical to remain anonymous as a reporter
	+ This is especially important when posting from your own account.
* Make sure you \_\_\_\_\_\_\_\_\_\_\_\_\_ people that you used social media when you finish your story
	+ Italics at the end of an article: *Social media outlets were used as reporting tools for newsgathering in this story.*
* Have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ publications accounts; reporters should not use their own accounts for publications business
	+ Try to use official accounts for publications business as much as possible, and be VERY clear about your intentions if you use your own social media accounts
* Do NOT post content from class on your own social media accounts (e.g. photos)
	+ Generally, content belongs to the publication
	+ The audience should see these creative works in print

**Audience Interaction**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
	+ Very little case law exists for the use of social media in schools for publications purposes
	+ People have a tendency to say things on the Internet that they would not say in person
* Have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ policy
	+ Encourage free discussion, but work to avoid causing a school disruption as much as possible
* Remember the 4 P’s: Be professional, personal, polite and positive. Have fun.
* Keep posts/responses brief, but make sure you answer questions and are complete.
	+ Make corrections and respond to criticism quickly, concisely and tactfully; don’t argue.