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Memorandum

To: LEA District Personnel
LEA CTE Directors
LEA IT Directors
LEA Student Data Privacy
LEA Work-Based Learning Coordinators

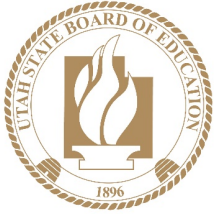
From: Brandon Jacobson

Date: May 19, 2020

Subject: Use of LinkedIn as a platform for CTE Internships

To support the LEAs in their decision to use LinkedIn within the CTE Internships course, USBE has provided this memo with guiding practices that may be implemented to support federal, state, and local policy.

1. LinkedIn does not violate FERPA as the information provided to LinkedIn is a contribution of the student rather than the LEA. FERPA restricts an LEA/school from disclosing information held in records maintained by the LEA/school.
2. LinkedIn has the option to hide users from public view. Students may complete all components within the course by using the LinkedIn platform and only be visible to the persons they chose to be in their professional network.
3. We encourage each LEA to create the language that can be included in the course disclosures about using LinkedIn or other social media platforms or websites.
 - a. Here is a sample district policy that has been pulled from Davis SD with minor substitutions of Social Media with LinkedIn:
 - i. ~~STUDENTS AND SOCIAL MEDIA~~ using LinkedIn - To maintain a safe and productive learning environment, the District requires all students who access or create social networking sites within the course CTE Internships through District resources to abide by the following:
 1. If something you are about to post makes you uncomfortable, take a minute to consult with others.



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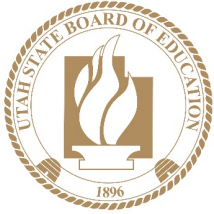
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2. Do not bully others online.
 3. Be open offline about what you experience online. Report inappropriate online behavior.
 4. Maintain proper professional relationships with any school employee.
 5. All statements must be true and not misleading.
 6. Only comment on things about which you are well informed.
 7. Do not violate privacy, confidentiality, or legal guidelines.
 8. Protect yourself and others by not revealing private, confidential, or sensitive information.
 9. Ask permission before posting pictures or videos of others.
 10. Maintain consistent, acceptable behavior online and offline.
- ii. PARENTS OF STUDENTS ~~AND SOCIAL MEDIA~~ using LinkedIn - Parents are important partners in developing safe and appropriate use of social media including LinkedIn and are encouraged to:
1. Monitor your child's use of social media.
 2. Talk frankly to your child about proper online relationships and behaviors.
 3. Be friends with your children online in order to view your child's online posts.
 4. Be involved and aware.
 5. Report inappropriate online behavior.

<https://resources.finalsite.net/images/v1531521089/davisk12utus/gbryqjm2tribskilfsnb/SocialMediaGuidelines.pdf>

- b. Create parent opt-out forms that specifically address LinkedIn use. Upon opting out, the parent and student may work with their local CTE program in identifying alternative options to meet the requirements of the course outcomes.



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- c. Make social media use transparent to students. Explain how educational activity shared on a social media platform such as LinkedIn can impact students' digital footprints.
 - d. Articulate and explain within the disclosure to identify the goals and outcomes by using LinkedIn.
4. Nearly every educational tool has some features of "digital" or "connectivity" to the internet. With this connectivity comes the ability to analyze all sorts of information through the digital footprints of each user, device, and platform. We acknowledge the need for students to be digitally literate in this modern environment. Therefore, the digital literacy knowledge of our students and school personnel will be on display with each use and exposure to digital tools. We encourage the LEAs to review the content and practices that are associated with digital literacy to ensure the LEA's AUP and disclosures are consistent with using innovative technologies as well as how digital technologies are used and for what purpose.

X

Thalea Longhurst
State Career and Technical Education Director

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Whitney Phillips
Chief Privacy Officer

X

Michelle Beus
Utah Assistant Attorney General