


## MEMORANDUM

March 2, 2015

**TO:** ALL PRINCIPALS

**FROM:** Alberto M. Carvalho, Superintendent of Schools 

**SUBJECT:** SOCIAL MEDIA AWARENESS CAMPAIGN - TOP TEN TIPS & LETTER TO PARENTS

The way our students communicate has greatly evolved in the past decade, and social media has become one of the easiest, quickest and most common ways to share information. Miami-Dade County Public Schools (M-DCPS) wants social media to serve an educational purpose with the ability to further enhance the learning experience for our students.

M-DCPS embraces technology and encourages students to bring their own devices, but also has policies and expectations to ensure students are using technology, including social media networks, appropriately. Through a variety of programs and activities, we are promoting the responsible use of social media among students and educators. Professional trainings, public service announcements and student leadership meetings are addressing the topic of digital citizenship and responsible use of social media.

Parents play a vital role in their child's education and we want to provide them with the resources to navigate the ever-changing world of social media. Attached is an informative flyer that shares tips on how to protect a child's online reputation with a cover letter also included. Please distribute copies of each document to students at your school and ask them to share with their parents. In addition, please post the Top Ten Tips flyer on your school's website.

Social media networks are here to stay. M-DCPS has embraced this new method of communication, with the understanding that there are potential risks involved, so we must focus on properly educating users. I look forward to working together, in order to raise awareness about this important topic.

If you have any questions, please contact Ms. Daisy Gonzalez-Diego, Chief Communications Officer, Office of Public Relations, at 305 995-2060.

AMC:dl  
M747

Attachments

cc: School Board Attorney  
Superintendent's Cabinet