Connecting school to families through social media!!!!

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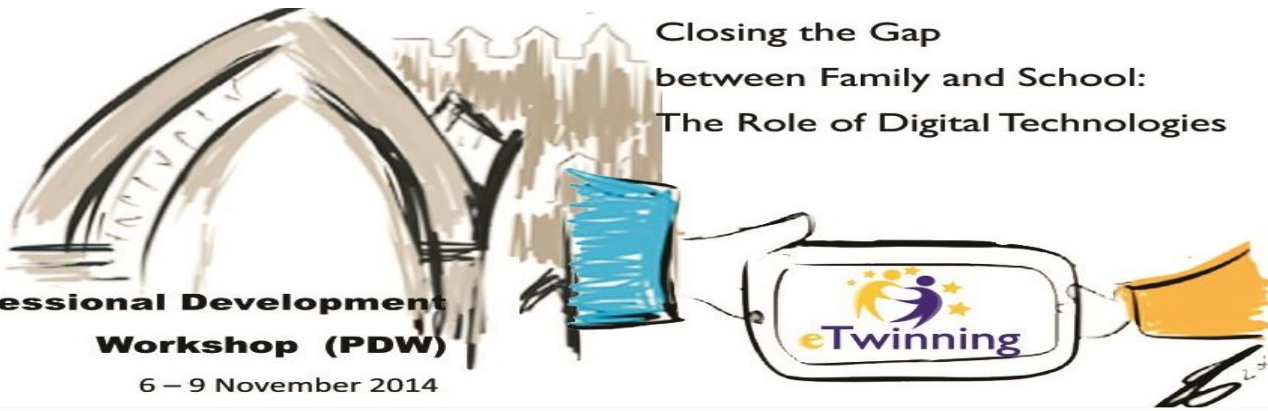# Connecting school to families through social media
Why not?

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Guimarães - PORTUGAL

Professional Development
Workshop (PDW)
6 – 9 November 2014

Closing the Gap
between Family and School:
The Role of Digital Technologies

eTwinning

Connecting school to families through social media

João Grácio

School – EB Afonsoeiro

During the academic year 2012/2013;

We decided to ask students and teachers to use ICT in a more effective way to record and enhance experiences with web search, protect and record author rights instead of using the conventional copy & paste.

We know that Teachers do all kinds of activities throughout the years, unfortunately, we also know that currently this crucial work gets lost in its own individual file without getting shared to the wider community;

So

We decided to publish these activities through our web page, during that period.

Examples of activities (school)

Nos dias 10, 11 e 12 de julho de 2013, com a ajuda do AKI e de poucos pais, metemos mãos à obra e demos um novo ar à nossa escola.

Temos as portas tratadas, os bancos arranjados, os muros pintados assim como os pneus e o escorrega dos nossos alunos. Durante a interrupção vamos também proceder à pintura dos pátios exteriores e das casas de banho.

Queríamos deixar uma nota de agradecimento aos voluntários do AKI, que nos vieram ajudar nos seus dias de folga, à sua responsável de loja, à Associação de Pais e Encarregados de Educação Giz e Caderno Linhas, na pessoa do Nuno Isabelinho, que nos ajudou nesta tarefa e a todos aqueles, assistentes operacionais e professores, que estiveram presentes nesta nossa grande tarefa.

Esta será uma parceria que vamos manter e que nos ajudará a deixar a escola um sítio mais acolhedor e com melhores condições para todos os que nela trabalham.

Aqui ficam algumas fotografias desta obra.

Examples of activities (school)

Examples of activities (school)

Examples of activities (classes)

Calendário Escolar / School Calendar

Calendário Escolar

1º Período

Início: 14 de setembro de 2011

Termo: 16 de dezembro de 2011

2º Período

Início: 03 de janeiro de 2012

Termo: 23 de março de 2012

3º Período

Início: 10 de abril de 2012

Termo: 15 de junho de 2012

Interrupções Letivas

1.ª - De 19 de dezembro de 2011 a 2 de janeiro de 2012;

However

Evaluation

At the end of that period (year 2012/2013)

We realized that:

Students had the same difficulties in the use of ICT, during web search, they were not able to differentiate the main and/or the secondary information therefore they were doing the basic copy and paste functions avoiding basic rules.

We also realised that we were not being effective with the webpage, in addition to that, we recorded poor interest from the parents with reduced visits to our webpage.

What we decided to do?

The Project idea

For the next two years (2013/14 and 2014/15):

We decided to:
Promote ICT by highlighting its value when results of school works are published for instant access at any time;

Also focusing on the students' work in the areas of:
    Internet security;
    Audio and video technologies;
    Plagiarism.

The Project (main ideas)

Should we create a facebook page?

Why?

Because we know that the majority of the parents had a page with a strong daily presence on this social media.

The Project (planning)

The students' involvement

Participate in competitions such as:

2013/14 - "Conta-nos uma história" ("Tell us a story");

- This is an initiative promoted by the Ministry of Education where students tell a story (original or retell) using audio and video digital recording;

2014/15 – *"Seguranet" ("safer internet project")*

- This is another project promoted by the Portuguese Ministry of Education in cooperation with other partners such as Microsoft with the objective to promote a safety critical internet usage by young children.

The Project (planning)

Parents' involvement

They could finally follow what we and their children were doing at school from our facebook page;

Organise meetings with Parents throughout the years where we could discuss about the potential challenges on internet usage and what they should do to help their children using it safely.

The Project (lets get to work)

Facebook - Private page (The school sets its own restrictions);

226 friends (teachers, students, parents and staff);

110 posts (likes and comments);

We noticed significant changes on Parents' attitude as we were embracing and supporting the use of what they already knew, they could see the posts, comment on them and monitor the school activities (school and classes)

Some posts

Some posts

Some comments

9/5/2014 – "Great School, Good Initiatives… Good Practice…"

Pedro Marques (father's opinion about an activity developed with the kindergarden);

Some issues when using facebook

We had a number of "friends" below 13 years old;

Parents shared all kind of photo (house, vacations, friends...);

Share of personal information (address, school, identity numbers).

We had to act

We sent some inquiry out;

We published the results via Facebook;

We posted informative videos and information on Facebook regarding safe internet usage;

We organised Parents meeting to discuss this subject at the end of the year.

The inquiry

It was published online during the months of January, February and March divided into five different targets:

1 – personal data(profile);

2 – data related to technology;

3 – Facebook use;

4 – digital footprint;

5 – meetings and behaviours.

Some results

We received 72 answers – 35% of the school friends on Facebook;

21 answers (29%) were from those friends whose age is under 13 years old;

52 answers (72%) use the internet for more than five years – they consider themselves as experienced users;

In the group "Less than 13 years old"
  14 answers (67%) use the internet "between one and five years"
  7 answers (33%) use the internet "for more than five years";

Some results

59 answers (82%) answered that computers are used in common house areas because there is a need to understand what children are doing;

56 answers (78%) has a personal photo on facebook to identify themselves ;

55 answers (76%) share personal or family members photos and accept that other friends could do the same as well as sharing photos from other friends (24%);

Some results

65% do not know the meaning of the expression "footprint";

57% of parents would not allow access to their Facebook page by employers;

10% consider their virtual friends as true friends;

22% said that they have real friends that met first online.

Some conclusions

Our work is being seen/was seen by many people when comparing to our webpage;

We know that our work was seen due to the number of comments made something that we did not have in the past;

The parents were not only receivers but they could also contribute to the work we do, from that we knew that we had to do a better job, everyday, with innovation;

Some conclusions

School is more exposed to criticism from the community but we have parents that really care, help us grow allowing us to work as a team;

We have a community that participates with their own ideas and knowledge instead of having a community that only receives and do not have a great opportunity to give feedback simply because it was inexistent;

Using social media brings new challenges and potential problems to deal with by the school. Nevertheless, these are solved together as we are all aiming for the same objective which is the future of the children.

Thank you

Any Questions

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