

Parent Documents

What is Pinterest?

Pinterest is a social bookmarking site where users house their favourite events, photos, videos, and interests on a pinboard style format. Pinboards provide links on the internet that users can share with each other. Users also have the ability to “follow” specific Pinner with the same interests. Pinterest’s mission is to connect people through the interests they share. Users can create Pinterest pinboards where they organize images they love—from around the web or from their very own work. Pinterest can be used for organizing events, sharing ideas and promoting products. For education, users can follow like-minded Pinner and share information through blogs and articles. Pinterest will provide my students a way to collect resources from the internet and other users and keep them organized. Pinterest will become their virtual “sketchbook” for ideas, techniques and their creative process.

Why use Social Media?

The use of technologies using social media is a way of engaging learners. As educators, it is our responsibility to be knowledgeable about the risks and benefits for social media use and incorporate them into our curriculum. Teaching and modelling digital citizenship to our youth are going to prepare them for their futures in our ever changing digital world.

Why am I using Pinterest?

Pinterest is a way to stay organized by being able capture and then find again, all of the relevant information you run across while perusing the Internet. Some uses for Pinterest in the art classroom:

- Share inspirational ideas and images
- Visual sharing across content areas
- Suggest reading materials and tutorials on methods in art
- Provide websites for various purposes, i.e. art resources
- Encourage student participation
- Showcase art projects
- Provide presentations and/or ideas
- Organize resources and ideas
- Highlight artists of interest
- Personalize resources with write-ups and critiques
- Collaborate tool for art students in other classes

Adapted from original document created by Jean K. Changes may occur; this document is current as of terms of service on Sept. 8, 2014. Check with your own school to make sure it meets your school’s privacy policy. Review completed by Breanne Quist.

Risks that could arise

Pinterest recently made changes (August 2013) to its privacy policy that will allow it to include the *possibility* of sending users targeted advertising. Currently, Pinterest will only collect data to suggest or recommend other Pinterest boards that might interest you. It may be only a matter of time before targeted advertising becomes part of the Pinterest practise. Teaching students about privacy in social networks will be part of a classroom discussion.

Pinterest has one of the most clearly stated pages for their terms of use and policies called “More Simply Put” that explain the terms in everyday language. Pinterest collects a vast amount of information from its users that include the information you give it when you register for an account, the pins you add to your boards and data from your Facebook, Twitter, or other accounts linked to Pinterest. When accounts are linked to Pinterest it pulls information (contacts and friends) from those accounts.

Pinterest can also record websites you visit that have a “Pin It” button or the apps used with Pinterest features. If you visit a website on designer boots, that company may want to send you an ad. If you would rather not give a company that much information about you, Pinterest claims to have a “Do Not Track” option.

Pinterest offers a way to keep your activity and pinboards private with their secret board option. You are allowed up to three secret boards. **What's a secret board?** A secret board is only visible to you and to anyone you invite to it. When you add a pin to a secret board, it won't show up anywhere else on Pinterest – not in the category sections, anyone's search results, your followers' home feed, your own home feed, or even pins or activity pages on your profile. Your secret boards are at the bottom of your profile. Just scroll down to see them.

To **add a secret board** click your name at the top of Pinterest then click **Your Boards**.

1. Scroll to the bottom of your boards.
2. Click **Create a Secret Board**.
3. Choose a name and category for your board. The secret setting will already be set to **Yes** – this means your board is secret.
4. **Note:** Any time you're [adding a new board](#), you can switch the secret setting to **Yes** to make it a secret board. But you can't make an existing public board secret.

What's 'personal information'?

“People have different standards of what they consider ‘personal’ information. Sharing over social media has done a fair bit to reset our expectation. Regardless of personal definition, if the information, data, or content could be used to identify you, it's ‘personal information’ – though professional or business contact information may be treated separately.”¹(Henglstler, 2013). A student's personal information could include: name, date of birth, address, telephone number, email address, educational information, and anything that identifies an individual, including photographs. If any information, data or content could be used to identify you it is then qualified as “personal information”.

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Why is BC so sensitive to privacy laws regarding data?

“Shortly after the 9/11 attacks on the US in 2001, the American government enacted the United States Patriot Act that allowed the United States government to search private and public data housed on servers on United States soil. At the time, The BC Medical Services Plan was hosting our provincial medical records in the United States. Unions in BC expressed concern over the ability of the American government to search through British Columbian’s personal medical records and histories. Ultimately, the rule is: if you transfer or authorize the transfer of your personal information outside of Canada, that data is subject to the laws and practices of the country where it sits – be it the United States, China, or India. (Remember that minors, under the legal care of an adult, cannot authorize such a transfer.) Not all locations have similar notions about your right to privacy. Since cloud computing is a relatively new technology, the laws and best practices governing it are still changing and there is a need to stay current.”¹(Hengstler, 2013)

Why is a consent form necessary?

Various provinces in Canada – and other jurisdictions across the world – have enacted laws to protect personal privacy. In BC, the Personal Information Protection Act (PIPA) covers all independent schools. It is one of the most defined privacy protection frameworks in Canada. PIPA states that ‘private bodies’ such as independent schools have defined legal requirements for handling your personal information when it is within their ‘custody’ and ‘control’. Generally, private bodies must make sure that your personal information cannot be stored or accessed outside of Canada without your expressed permission – ‘consent’ (Note: there are certain expectations in the law like data covered by treaties, etc.). PIPA states that your consent must be in writing, state to whom your personal information may be disclosed, and how your information will be used. Also, if you post personal information about others, their permission must also be secured.

What if I don’t want to consent?

If you do not wish to sign the consent, alternate options to cover the unit will be made available to the students, but do note, the use of social media in education is on the rise. Exploring social media’s role in education and its use by British Columbia teachers covers boundaries of digital professionalism, privacy, social justice and safety. Along with those boundaries, we should not be underestimating the importance of social media expertise. Knowing how the internet works, understanding the government policies and laws, being able to navigate through social networks to decipher important connections, collaborations and resources join together as a social networking literacy that is becoming widely accepted as “social learning”. “Social learning” is being recognized as literacy in our educational world and is being seen as a powerful source to enrich the future lives of our students.

While no internet-based experience can ever be 100% risk-free, know that I will take every reasonable measure to manage expected risks.

^[1] Julia Hengstler is the Educational Technologist with the Faculty of Education at Vancouver Island University & an Instructor in Educational Technology. Please visit this site for more background information about her: http://www.viu.ca/education/faculty/profiles/hengstler_j.asp