**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 Pinners 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 Pinners 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?**

For me, the use of technologies using social media is a way of engaging my 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 Use 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

**Are there privacy issues with the use of Pinterest?**

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.

How can I keep my activity and Pinboards private?

Pinterest offers a way to keep your activity and pinborads 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](https://en.help.pinterest.com/entries/22997027), you can switch the secret setting to **Yes** to make it a secret board. But you can't make an existing public board secret.

**Why do we need a consent form?**

When you sign up for a social media account and provide required personal information about yourself, that information can be used in ways you may not approve or be aware of. Laws have been enacted in Canada and around the world to protect personal privacy.

In BC, we are covered by the Freedom of Information and Protection of Privacy Act or FIPPA

( <http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00>)

FIPPA states that ‘public bodies’ such as schools and public organizations have defined legal requirements for handling your personal information when it is within their ‘custody’ and

‘control’. FIPPA 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 is personal information?**

A student’s personal information includes name, birthdate, address, telephone number, e-mail 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”.

**What if I do not want to sign the 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 under estimating 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”. The notion that “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 means, as educators, we need to enhance our “Network Awareness” and be bold enough to incorporate social media into our classrooms. As an educator and graduate student in Online Learning and

Technology, my goal to encourage social networking literacy extends beyond just students; I hope to reach and encourage colleagues, support staff, administrators, and most of all parents.

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