Best Practices to Avoid Plagiarism Within iLEAD Communications

Introduction:
With the creation of our own "blogs" representing iLEAD on the internet, we are now changing our profile in the virtual landscape and helping iLEAD become a highly visible "thought leader" in education concerning the subjects we are most interested in; Project-Based Learning, Social/Emotional Learning, Technology, 21st Century skills, etc.

With this increased visibility as thought leaders, it naturally follows that we will also be given the increased responsibility for "owning" the thoughts we share; both our own thoughts and the thoughts of others.

There are many great minds and established resources writing and publishing about the future of education. We are all working toward the common purpose of creating a better model for education. In creating content for our blogs, we are obviously going to be accessing these minds and resources, available to us with just a few keystrokes on the web. It is logical and appropriate to both share and cite content and graphics from these outside sources as long as we are always extremely diligent and completely transparent in giving proper attribution and credit to these sources.

Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. Sometimes plagiarism is done intentionally but most often it is done in oversight, laziness or simply in haste to get something out.

Outlined here are a few simple "Best Practices" we can employ to ensure that all of our iLEAD communications are going out transparently with proper attribution and credit given to the contributors, both within our iLEAD family and from our respected colleagues in the world of education.

As always, we welcome your input and insights on this topic or any other issues pertaining to creating clear, honest and compelling communications to our learners, our families, our communities and the fellow members of our iLEAD family.

iLEAD Creative Services Team

Best Practices For Attribution

Reposting:
If we are simply reposting an article in whole, we should state exactly that, along with a link to the original article source and the author's name.

Example:
[Here is a great article on how we are reshaping how we look at the classroom, from one of our favorite sites, KQED Mind/Shift:
How Can Schools Prioritize For the Best Ways Kids Learn?
By Katrina Schwartz JULY 18, 2016
kqed.org/mindshift/2016/07/18 How Can Schools Prioritize For the Best Ways Kids Learn]

Quoting:
If we are including a passage or a quote from another source within an original article written by us, it should be within quotation marks. We should always cite and credit the author and, if possible, provide a link to the author and the source of the passage. If we don't have the author to cite and attribute, we should seriously evaluate the value of including the passage or the quote.

Example:
[Seymour Sarason, one of the most significant 20th century American researchers in education said, **"Productive learning is where the process engenders and reinforces wanting to learn more. Absent wanting to learn, the learning context is unproductive."**]

If you have any doubts about the originality, source or the grammar and spelling of your content, we suggest running your work through a "checker site" such as:l http://www.plagium.com/, https://www.grammarly.com/, http://www.quetext.com/, etc.

Use of Imagery:
MEMES, Photos & Graphics

With the Google image search, a virtual treasure trove of bad memes, images and graphics on almost anything you can think of is right there for the taking. **RESIST!!** Remember, anything you "borrow" from the internet was put there by someone else. We do not own it and we could potentially be liable for damages by using it without payment and/or permissions.

Example:
If you find a "meme" on the internet that contains a quote, the same attribution rules would apply to the quote. Further, you would need to credit the creator of the meme as well.

Sample meme:
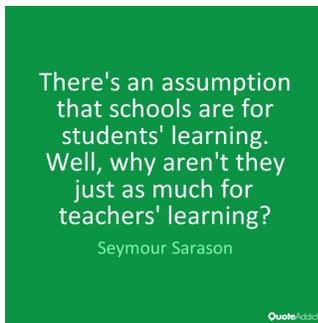
We would suggest in this case, as with all memes, photography and graphics, it is best practice to create our own original imagery branded specifically for, and then owned by, iLEAD. Sources for photos and imagery could come from paid stock photo sites and your personal camera. Or if you are feeling particularly creative you could hand create your own original art and scan it into your computer!

iLEAD branded meme:
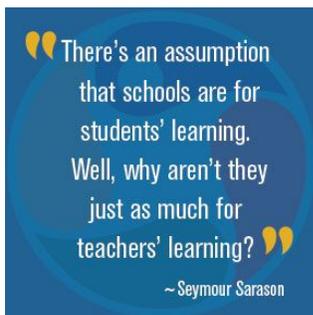
Please don't hesitate to reach out to iLEAD Creative Services whenever you are in need of imagery or if you have any questions concerning proper application and usage of content, imagery, or the iLEAD brand identity.