

A photograph showing a woman with dark hair, wearing a black and white striped sweater, smiling as she interacts with two young children. The children are focused on building with colorful LEGO bricks. One child is holding a red brick, and another is holding a yellow one. They are in a bright, indoor setting, possibly a classroom or playroom.

# LEGO® Education Master Educator Program

## LEGO® Education Master Educator Program Applicant Guide

Thank you for your interest in applying to be a LEGO Education Master Educator!  
We have put together this resource to help support you in the application process.  
Please read this carefully before applying and submit your application via  
the [online application form](#).

### **This Applicant Guide includes:**

- Program overview
- Application process
- Application questions
- A copy of the Master Educator Participation Agreement and Guidelines  
(Please note that these are for informational purposes only. If selected, you will be required to review and sign.)

## Program Overview

### **What is the LEGO® Education Master Educator Program?**

The LEGO Education Master Educator Program, a volunteer ambassador program, is a community of early learning through secondary educators who use LEGO Education solutions in their classrooms to inspire future generations. Master Educators embody the mission of LEGO Education to inspire and develop the builders of tomorrow by enabling every student to succeed.

They share their hands-on LEGO learning experiences with others and they want to be a part of a like-minded community to learn from one another.

Master Educators are given opportunities to provide valuable feedback to LEGO Education with the intent to advance hands-on learning, to participate in LEGO Education or industry events with the team, to join discussions where they are invited to share best practices, and more!

### **Who should apply?**

We are looking for early learning to secondary school/high school educators\* who currently use LEGO Education solutions in their everyday teaching. They are fully aligned to the mission of LEGO Education and want to share their experiences and expertise with others.

Please note that to avoid a potential conflict of interest, individuals with school or district-wide purchasing or procurement authority are not eligible to participate in the LEGO Education Master Educator Program. Refer to the Participation Agreement on page 9 for more details.

If accepted into the program, the applicant has an obligation to check with their school district purchasing policies and affirm in the Participation Agreement that they don't have the authority to make high level purchasing decisions on behalf of his or her school or district.

\*This includes educators, administrators and learning specialists who are actively working in the classroom.

### **What can I expect as a LEGO® Education Master Educator?**

Some of the potential unique opportunities that Master Educators have include:

- Best practice sharing with fellow participants around the world
- Feedback sessions with LEGO Education team
- Web and online recognition
- A digital Master Educator badge
- Insider news about hands-on LEGO learning programs and solutions
- Written verification for participating in Professional Development may be provided

### **What is expected of me as a Master Educator?**

Master Educators will be asked to contribute to at least three of four quarterly online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other Master Educators in the program. Master Educators must be active participants in a digital LEGO Education community posting at least once per quarter.

Please note that Master Educators must meet the above participation requirements to remain in the program. Master Educators could also be invited to participate in any of the following activities as needed and as willing:

- Raise on-going awareness of LEGO Education in their online and in-person networks
- Represent LEGO Education at events
- Provide feedback to curriculum, product development and research teams

If selected, applicants will be required to complete the LEGO Education Master Educator Participation Agreement with guidelines for program participation and will also be subject to a Criminal Background Check.

Please review the Participation Agreement and Master Educator Guidelines beginning on page 9 of this guide before applying.

\*subject to availability in the Master Educators' geographic location.

## Application Process

In order to be considered for the LEGO® Education Master Educator program, applicants must submit the following:

- A completed online application, please see [here](#) to submit your application
- Curriculum Vitae: Please upload your most current CV in a word document (Max of 3 pages) in the online application
- Recent photo: Please upload a photo in the online application that has been taken within the last year that clearly shows your face. Please submit a JPEG file that is 250 MB or less.  
If selected, this photo will be used for online recognition as a Master Educator and in the announcement materials.
- 2-minute video: Create a video that answers the questions below. Post it somewhere that allows you to create a URL to share it and include the link in your online application.

## Selection Criteria

The Master Educators will be selected by a panel appointed by LEGO Education. Submissions will be judged against the following criteria:

- If you meet the foundational requirements of the program and accurately complete the application
- How you demonstrate your commitment to and enthusiasm for embodying the mission LEGO Education
- Commitment to teaching and willingness to share and be an active participant in the teaching community
- Innovative and creative teaching practices with LEGO Education solutions that show your dedication to hands-on and engaged learning
- The creativity, professionalism and energy exhibited in the submission

Master Educators will be selected based on a mix of grades, geographic locations and experiences.

## Your 2-Minute Video

In your 2-minute video, please address the following questions:

1. How do you embody LEGO® Education's mission to inspire and develop the builders of tomorrow by enabling every student to succeed?
2. How do you use LEGO Education's hands-on solutions to facilitate engaged learning in your classroom?

## Video Tips

- Be creative and compelling in your answers!
- Tell your story by providing us with a look into your classroom
- Share specific examples of how you have seen LEGO Education solutions make an impact in your students' learning
- Only include images, video, etc. that you have permission to share
- Be sure to appear in the video or include images of yourself as you narrate the story – in a way that is engaging and not just a “talking head”
- Post your video somewhere that allows you to create a URL to share it with us. You will be asked to include the link as part of your application

## Final Application Reminders

- √ Please ensure that you have read all application materials carefully before applying
- √ Remember that you will need to include the link to your video and upload your Curriculum Vitae and a photo as part of the application process. If selected, this photo will be used for online recognition as a Master Educator and in the announcement materials
- √ This application should take approximately 1 hour to complete (Excluding the video)
- √ To learn more, visit our website at [www.LEGOeducation.com/MasterEducators](http://www.LEGOeducation.com/MasterEducators)

If you have questions or require reasonable accommodations to complete the LEGO Education Master Educator Program application, please email [USMasterEducators@LEGO.com](mailto:USMasterEducators@LEGO.com) and indicate how best we can support you in applying. In addition, a paper copy of the application can be mailed to you upon request.

# Application Questions

**Note: this is for reference only. Please apply online, see online application form [here](#).**

## GENERAL INFO

First Name: .....

Last Name: .....

Mailing Address:

Street Address: .....

City: .....

State: .....

Zip code: .....

Country: .....

Home Address: (if different from above)

Street Address: .....

City: .....

State: .....

Zip code: .....

Country: .....

Email: .....

Mobile Phone Number: .....

Work Phone Number: .....

Other Phone Number: .....

What is your preferred method of contact?

- Email
- Mobile Phone
- Home Phone

What is your preferred time for contact?

- Morning
- Afternoon
- Evening

## SCHOOL INFORMATION

(This information will be used for informational purposes and to aid in LEGO® Education’s research and product development)

School Name: .....

School Address:

Street Address: .....

City: .....

State: .....

Zip code: .....

Country: .....

School Website: .....

Type of school:

- Public
- Private
- Charter
- Homeschool
- Career and technical school
- Afterschool program
- Other: (please specify) .....

Ages/grades of students served (select all that apply):

- Early Childhood
- Grades k-2
- Grades 3-5
- Grade 6-8
- Grades 9-12

What is the average class size at your school? .....

What are the demographics of the students at your school or district? (optional)

- What percentage of your students identify as the following: Hispanic, White, Black or African American, Asian, Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native?
- What is the gender breakdown (in percentages) at your school?
- Primary languages spoken:
- Percentage of students on free and reduced lunch:
- Percentage of ELL students:
- Percentage of students receiving special education services:

Please include any other information that you think is important to know about the demographics of your school or district: (optional) .....

What standards are you teaching to? .....

(i.e. Common Core, NGSS, ISTE Nets, etc.)

### EDUCATION BACKGROUND

(Please note that you will be required to upload your CV at the end of this application)

Job Title: .....

Grade Level(s) you work with: .....

Job description: .....

How long have you been working as a teacher? .....

List your degrees completed/educational institutions attended:

(Dates of graduation) .....

Please provide a brief bio:  
(3-5 sentences maximum) .....

Are you a member of other professional teacher networks, ambassador programs or educator groups?

(If so, please list them) .....

Please list your social media handles: .....

(if public) and/or any blogs that you own or regularly contribute to: .....

### EDUCATIONAL PHILOSOPHY

What is your teaching philosophy?

What does hands-on learning mean to you and how do you integrate hands-on learning into the classroom?

What do you think is the biggest challenge facing students today, and how are you responding?

### LEGO® EDUCATION EXPERIENCE

Why do you want to be a LEGO Education Master Educator?

What LEGO Education solutions have you used?

- |  |  |
|--|--|
| <input type="checkbox"/> Build Me Emotions             | <input type="checkbox"/> Simple & Powered Machines |
| <input type="checkbox"/> Café +                        | <input type="checkbox"/> Story Tales               |
| <input type="checkbox"/> Coding Express                | <input type="checkbox"/> Tech Machines             |
| <input type="checkbox"/> Early Simple Machines         | <input type="checkbox"/> Tubes Experiment          |
| <input type="checkbox"/> LEGO MINDSTORMS Education EV3 | <input type="checkbox"/> WeDo 2.0                  |
| <input type="checkbox"/> Math Train                    | <input type="checkbox"/> Other (please specify)    |
| <input type="checkbox"/> Simple Machines               |  |

Which of the above are you currently using in your classroom? Please include the number of years you have used each.

What technologies do you use in the classroom? (Check all that apply)

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> Android      | <input type="checkbox"/> Surface Pro                |
| <input type="checkbox"/> Chromebook   | <input type="checkbox"/> Windows 8.1 or earlier     |
| <input type="checkbox"/> Fire tablets | <input type="checkbox"/> Windows 10                 |
| <input type="checkbox"/> iPad         | <input type="checkbox"/> Windows 10 (touch devices) |
| <input type="checkbox"/> MacOS        | <input type="checkbox"/> Other (please specify)     |
| <input type="checkbox"/> No device    |   |

What impact have you seen on your students' learning using LEGO Education solutions?

What is your favorite LEGO Education solution and why?

Have you coached a *FIRST*® LEGO® League, *FIRST* LEGO League Jr. or *FIRST* Robotics Competition team? Please list the number of years that you have been involved in coaching.

### Final Steps:

- **PHOTO:** Please upload a current photo. If selected, this photo will be used for online recognition as a Master Educator and in the announcement materials.
- **CURRICULUM VITAE:** Please upload your Curriculum Vitae. This will be used to support your application.
- **VIDEO LINK:** Please include the link to your 2-minute application video.



## LEGO® Education US Master Educator Participation Agreement

This Participation Agreement made and entered into by and between the Parties effective as of this \_\_\_\_\_ day of \_\_\_\_\_, 201\_.

Parties. The Parties are LEGO® Brand Retail, Inc. D/B/A LEGO Education North America (“LEGO Education”) and \_\_\_\_\_ (the “Educator”).

Educator Acknowledgements. In connection with the Educator’s participation in the LEGO Education Master Educator Program, the Educator acknowledges and agrees that:

1. his or her participation in the LEGO Education Master Educator Program might be subject to successful completion of criminal and child abuse/neglect background checks.
2. his or her employment with his or her school district was conditioned upon a successful completion of a criminal and child abuse/neglect background check.
3. his or her participation in the LEGO Education Master Educator Program will be as an independent contractor as stated for tax purposes.
4. he or she maintains current educator certification in good standing in his or her local jurisdiction.
5. he or she is not an employee of LEGO or LEGO Education, and he or she will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
6. he or she is not entitled to future employment with LEGO or LEGO Education.
7. he or she must maintain a clear delineation between his or her teaching role and participation in the LEGO Education Master Educator Program.
8. he or she will obtain any and all authorizations as may be required by his or her school district when participation in the LEGO Education Master Educator Program intersects in any way with his or her teaching role.
9. it is his or her sole responsibility to ensure that his or her participation in the LEGO Education Master Educator Program does not conflict with the policies and procedures of his or her school district, including but not limited to policies and procedures relating to student confidentiality, participation in research, purchasing, gifts, and conflicts of interest.

10. he or she is not designated as an individual with purchasing or procurement authority for his or her school or school district, as defined by his or her applicable school district policies.
11. he or she gives LEGO Education permission to collect and process his or her private information, such as email, phone number and any other information required for the application process, program launch and Master Educator's participation in the program. He or she also gives LEGO Education permission to circulate email, name, phone number and place of work to other program participants to fulfill Master Educator's program requirements.
12. he or she will act in accordance with the mission of the LEGO Education Master Educator Program, which is to ensure that every student succeeds through hands-on learning experiences by: a) embodying LEGO Education's mission and values; b) acting as volunteer ambassadors for LEGO Education; and c) voluntarily supporting the LEGO Education team by providing feedback, insight and participating in Master Educator activities. Accordingly, the Educator will:
  - A) participate in at least three of four (3 of 4) quarterly online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other Master Educators;
  - B) be an active participant/contributor to the LEGO Education Master Educator Program's private online group, by posting in the group at least once per quarter; and
  - ) participate in at least one (1) activity per quarter, which may include one or more of the following:
    - 1) Raise awareness of LEGO Education in his/her networks;
    - 2) Share LEGO Education news and activities on his/her social channels;
    - 3) Serve as volunteer representatives of LEGO Education at select LEGO Education events as may be requested;
    - 4) Provide feedback to LEGO Education's curriculum, product development and/or research teams as willing; or
    - 5) Share experiences and opinions relating to LEGO Education products and solutions, including but not limited to in webinars, and/or social media chats, hosted by LEGO Education.

13. through participation in the LEGO Education Master Educator Program, the Educator may have access to confidential or sensitive information, materials or documents of LEGO Education (including but not limited to product and curriculum design) (“**Proprietary Information**”), which shall be confidential. LEGO Education shall have sole authority and control over all aspects of its Proprietary Information, and the Educator agrees to and does hereby assign to LEGO Education any rights he or she may have or acquire in such Proprietary Information. At all times, both during the term of this Participation Agreement and after its termination or expiration, the Educator agrees to not acquire any Proprietary Information by improper means, to keep in confidence and trust all Proprietary Information which it may acquire, and to not disclose such Proprietary Information at any time, either orally or in writing or otherwise, in any manner, directly or indirectly, to any person or firm, without LEGO Education’s prior written consent. The Master Educator shall use Proprietary Information only to serve the best interests of LEGO Education as contemplated in this Agreement and for no other purpose.
14. in the event the Educator’s participation in the LEGO Education Master Educator Program results in certain work product and deliverables (together, the “Work Product”), such Work Product shall be original work of the Educator capable of being owned by LEGO Education as contemplated herein. The Educator acknowledges and agrees that title to the Work Product shall vest at all times in LEGO Education, and Educator shall have no ownership rights therein. The Work Product shall be deemed a “work for hire” pursuant to the copyright laws of the United States; provided that in the event (and to the extent) the Work Product (or any portion thereof), is deemed not to be a work for hire for any reason, the Educator agrees to and does hereby assign to LEGO Education all right, title and interest in the Work Product. The Educator hereby agrees to execute any and all documents necessary to effectuate such assignment herein.
15. he or she will conduct himself or herself in a professional manner, and in accordance with LEGO Education Master Educator Guidelines, which are incorporated herein, throughout his or her participation in the LEGO Education Master Educator Program.
16. LEGO Education may use photographs and/or other media to feature his or her activity or achievement as a Master Educator.

17. he or she will communicate with designated LEGO personnel to provide updated information or changes that would impact ongoing participation in the LEGO Education Master Educator Program, including but not limited to, withdrawal from LEGO Education Master Educator status, changes in name, address, email address, social media handles, and educator status.
18. he or she will be required to participate in any orientation or training regarding LEGO Education guidelines, policies and procedures that LEGO Education determines appropriate to the Educator's participation in the LEGO Education Master Educator Program.

The Educator agrees to comply with this Agreement, and applicable policies, procedures, rules, and regulations of LEGO Education, including but not limited to those outlined herein, and agrees to abide by all applicable laws and regulations in connection with the Educator's voluntary participation in the LEGO Education Master Educator Program, including but not limited to, the applicable policies and procedures of his or her school district. The Educator will provide to LEGO Education any documents or information requested in connection with the Educator's compliance with his or her obligations under this Agreement. Subject to applicable laws, LEGO Education will keep confidential any documents or information so provided that is of a confidential nature.

LEGO Education Master Educator Program Benefits: LEGO Education will support Master Educators through program participation benefits, which may include:

- LEGO Education Master Educator Welcome Package
- Insider news of special offers and events
- Access to other educators in the program
- Invitations to relevant LEGO Education Events & Gatherings
- Online recognition as a LEGO Education Master Educator

LEGO Education follows strict guidelines on what it can or will provide to public employees. Specifically, an Educator may not receive from LEGO Education any LEGO products, or other items costing more than \$20.00. In addition, during any calendar year, the total amount of all such items provided to an Educator may not exceed \$50.00.

Master Educator Status. By entering into this Agreement, LEGO Education and the Educator do not intend that the Educator is an employee of LEGO or LEGO Education for any purpose, and the Educator shall not be entitled to any employee benefits, workers' compensation, unemployment compensation, disability benefits, or other rights normally afforded to an employee of LEGO or LEGO Education.

Compensation. The Educator acknowledges and agrees that the Educator's participation in the LEGO Education Master Educator Program is voluntary, as an independent contractor for tax purposes, and that no wages will be paid by LEGO Education to the Educator for his/her participation in the LEGO Education Master Educator Program. Notwithstanding the foregoing, when the Educator properly completes a LEGO Education Travel Letter and attends LEGO Education-approved and LEGO Education-managed events, LEGO Education shall reimburse the Educator for the reasonable costs of travel, accommodations and meals during such attendance. The Educator may also receive select LEGO products in exchange for his or her participation in the LEGO Education Master Educator Program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items costing more than \$20.00, and that during any calendar year, the total amount of all such items provided to the Educator may not exceed \$50.00. The Educator acknowledges and agrees that prior to accepting any incentives, gifts or other products/items from LEGO Education, he or she will confirm that acceptance of such gifts are permitted by such policies from their school and school district. The taxable consequences of such reimbursements and such products shall be the sole responsibility of the Educator, who is advised to consult his or her tax advisors.

Non-Discrimination. LEGO Education and the Educator agree that in the performance of this Participation Agreement, there will be no discrimination against or harassment of Educators, LEGO personnel, or other persons on the basis of race, color, sex, religion, creed, age, national origin, gender identity or expression, sexual orientation, disability, or other status protected by applicable state or federal law.

Termination. The Educator may withdraw from the LEGO Education Master Educator Program at any time. The Educator acknowledges that LEGO may remove the Educator from participation in the LEGO Education Master Educator Program at any time and for any reason, including but not limited to failure to (a) comply with applicable LEGO Education policies, procedures, guidelines and applicable laws, or to act consistent with LEGO's values or guidelines, (b) lapse, termination or revocation of current educator certification, or (c) conduct determined to be detrimental to LEGO Education's operations or otherwise unsatisfactory as deemed by LEGO Education.

Jurisdiction and Venue. This Agreement shall be governed by the laws of the State of New York, and any legal action concerning the provisions hereof shall be brought in the state or federal courts of New York.

Term. This agreement will be in effect from the date that it is signed through 6/1/2020.

LIABILITY. EDUCATOR ACKNOWLEDGES THAT HE OR SHE PARTICIPATES IN THE MASTER EDUCATOR PROGRAM ENTIRELY AT HIS OR HER OWN RISK AND THAT, TO THE EXTENT PERMITTED BY LAW, LEGO EDUCATION, AND ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, AFFILIATES, SUCCESSORS, AND ASSIGNS WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY HARM OR LOSS OF ANY NATURE SUFFERED IN PERFORMING ACTIVITIES UNDER OR IN CONNECTION WITH THE MASTER EDUCATOR PROGRAM THAT (1) THE EDUCATOR MAY SUFFER OR (2) THAT EDUCATOR CAUSES TO ANY THIRD PARTY.

Indemnification. The Educator shall defend, indemnify, and hold harmless LEGO Education against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including reasonable attorney fees, fees and the costs of enforcing any right to indemnification under this Agreement, and the cost of pursuing any insurance providers, arising out or resulting from any claim of a third party related directly or indirectly to any acts or omissions of Educator.

Entire Agreement. This Agreement constitutes the entire agreement between the Educator and LEGO Education and supersedes any previous contracts, understandings, or agreements of the parties, whether oral or written, concerning the subject matter of this Agreement.

Severability. In the event that any provision of this Participation Agreement is held unenforceable for any reason, the remaining provisions of this Participation Agreement shall remain in full force and effect.

**EDUCATOR**

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

\_\_\_\_\_

Print Name

**LEGO EDUCATION**

\_\_\_\_\_

Date

\_\_\_\_\_

Signature of Authorized Representative

\_\_\_\_\_

Print Name

\_\_\_\_\_

Title

## LEGO® Education US Master Educator Guidelines

1. LEGO® Education Master Educators (“Master Educators”) are not employees of LEGO and/or LEGO Education. A Master Educator will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
2. The purpose and role of Master Educators is to share their own personal experiences of using LEGO Education solutions in their classrooms. It is not to act on behalf of or represent LEGO Education, or to provide training or other services, or to market LEGO Education solutions.
3. Master Educators must maintain active teaching certification to be eligible for participation in the LEGO Education Master Educator Program.
4. Master Educators might be subject to a criminal and child abuse/neglect background check in order to participate in the LEGO Education Master Educator Program and must have been subject to a criminal and child abuse/neglect background check as a condition of employment with the Master Educator’s school district.
5. Master Educators designated as individuals with purchasing authority in their school or school district are not eligible to participate in the LEGO Education Master Educator Program.
6. Master Educators may not serve in a dual role of LEGO Education trainer and/or contractor and as a LEGO Education Master Educator.
7. Master Educators may leave the LEGO Education Master Educator Program at any time. LEGO Education may terminate a Master Educator’s participation in the program at any time. At the end of each year, participants will be asked to reflect on their involvement and if they would like to remain active in the program. Master Educators will be asked to sign a new agreement each calendar year.

### **Relationship with School District**

8. Master Educators must review their pertinent employment contracts, collective bargaining agreements and school policies to ensure their participation in the program does not conflict with their obligations as a teacher.



9. Master Educators should consult with their Superintendent of Schools and Building Principal to determine whether LEGO Education Master Educator Program activities constitute professional development in accordance with procedures established by their specific states and/or school districts. If such activities are approved by the School District for professional development credit, LEGO Education may provide a letter to the District acknowledging the teacher's participation in such activities.
10. Master Educators are responsible for obtaining any and all necessary authorizations as may be required by his or her school district when participation in the LEGO Education Master Educator Program intersects in any way with his or her teaching role.
11. Master Educators may not use their school district's network or social media accounts to promote the LEGO Education Master Educator Program, or LEGO Education in general, without specific written permission to do so from the school district's Superintendent of Schools and building principal.
12. Master Educators may not promote the LEGO Education Master Educator Program while simultaneously promoting his or her school/school district without specific written consent to do so from his or her Superintendent of Schools and building principal.
13. Master Educators may not disclose personally identifiable student information during their participation in the LEGO Education Master Educator Program, except as may be permitted and authorized by applicable school district policies and state and federal laws. Master Educators will obtain necessary authorizations from parents/guardians when students are involved in LEGO Education Master Educator Program activities.

**Conflicts of interest**

14. Master Educators may not use his or her role as a Master Educator for personal financial gain.
15. With limited exceptions, such as LEGO Education Master Educator Program incentives and reimbursements for LEGO Education-sponsored and approved expenditures, Master Educators may not accept or receive, directly or indirectly, any money or gift of value, or any promise or contract for future reward or compensation as a result of his or her participation in the LEGO Education Master Educator program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items costing more than \$20.00, and that during any calendar year, the total amount of all such items provided to the Educator may not exceed \$50.00.

Prior to accepting any incentives, gifts or other products/items from LEGO Education, Master Educators will review their school district policies to confirm that acceptance of such gifts are permitted by such policies.

16. Master Educators may not transfer LEGO Education Master Educator Program incentives to another individual or sell LEGO Education products for profit.
17. If there is any doubt as to whether a conflict of interest may exist, Master Educators must contact LEGO Education to ask for advice or clarification.
18. Master Educators cannot enter any contests, raffles, or sweepstakes run by LEGO Education.

### **Communications**

19. Master Educators may share LEGO Education news and activities on their personal online and social media channels. (e.g., newsletters, blogs, websites, Twitter, Facebook, Instagram, LinkedIn, Pinterest, etc.)
20. Master Educators must identify themselves as a LEGO Education Master Educator when entering a discussion on or writing about LEGO or LEGO Education-related topics. Master Educators are given talking points for identifying themselves as a LEGO Education Master Educator.
21. Master Educators need to identify thoughts shared as their own. For example, they need to include a disclaimer on personal online and social media channels such as “The thoughts shared here are my own and don’t necessarily reflect the views of LEGO Education.”
22. Master Educators should not disclose confidential, proprietary information about LEGO or LEGO Education on social media.
23. If Master Educators intend to use their school name or logo in these communications, Master Educators must express permission from their Superintendent and building principal to do so. If using the school website or network, Master Educators must get express permission from their Superintendent of Schools and building principal to do so.
24. Master Educators must refrain from using their school district’s social media accounts without specific permission from their Superintendent of Schools and building principal.
25. Master Educators may not engage in social media use that is harassing or discriminatory in nature.