



# SD #10 (Arrow Lakes) District Protocol

## Social Media

### Overview:

SD 10 welcomes the responsible use of social media technologies and other forms of electronic communication to support learning and for the School District business and communications purposes. This procedure has been developed to provide employees with guidelines to understand the impact of social media and electronic communications and their appropriate uses in order to ensure professional communication standards and to mitigate both the School District's and employee's exposure to risk.

### Regulations

#### Definitions

1. **"Social Media"** refers to all internet-based applications and technologies which provide for the creation, exchange, or sharing of information, opinions, commentary, personal messages and other user generated content, including but not limited to the use of social networks, digital citizenship, digital footprint, blogging, tweeting, wikis, podcasts, video casts, video, audio, media, social bookmarking, postings through apps using mobile devices such as iOS, Android, Blackberry, Microsoft operating systems and also including current top examples: Facebook, Twitter, Instagram, Snapchat, Tumblr, YouTube, Google+ and Google Hangout.
2. **"Electronic communications"** refers to any written, audio, video, visual or digital communications occurring between employees or any one or more individuals through electronic means, including email, texting, and other messaging services weather or not such communications are internet based.

#### No Expectation of Privacy

3. Employees should understand that there is no expectation of privacy in the use of social media or electronic communications and that online and other electronically recorded communications may potentially be read or accessed by third parties or transferred to others without the knowledge or consent of the creator.

#### Responsibility of Employees

4. Employees are responsible for their electronic communications and for any content that they publish online, weather it is under the employee's own name, an alias, or is anonymous, and must ensure it complies with applicable laws, School District Policies or Procedures, and professional standards of conduct, including those of the Ministry of Education, Teacher Regulation Branch. This expectation of conduct includes a responsibility to ensure that contributions to any site that is created by an employee

are monitored, administered and moderated to ensure compliance with this Procedure and Regulations.

5. Inappropriate communications through the use of social media or other electronic devices are subject to the same policies and principals as other forms of work related misconduct. Employees have a responsibility to make appropriate reports to the School District about breaches of this Procedure or the misuse of these technologies, including where such communications negatively impact students, the workplace or the reputation of the School District.

### **General Code of Conduct**

6. Anything posted online by employees or communicated electronically to third parties may be perceived to be representative of the School District. Therefore, employees are expected to model an appropriate online presence and to exercise good judgment to ensure that postings and communications do not reflect negatively on the employee's professional reputation or that of the School District. This may require employees to take reasonable steps to monitor and exercise appropriate controls over their online presence, including by requesting that friends and third parties not post photos, videos, or other online content depicting or pertaining to the employee that is not appropriate to the employee's role in the District.
7. Employee communication and online behaviour should be consistent with and reflect the ideals of the School District. Social media is an extension of the workplace. What is inappropriate in the workplace is also inappropriate online, and when expressed in other electronic communications, including criticizing students, employees, parents or the School District. Electronic communications and online posts involving students, co-workers, or parents should at all times be professional in nature. Electronic communications and online activities must not interfere with the performance of an employee's employment responsibilities.
8. Employees must ensure that any information they post online or distribute through other electronic communications does not breach the privacy or confidentiality of another person. The use or disclosure of "personal information" of co-workers, students or parents in connection with social networking websites and services and through other electronic communications may be subject to the British Columbia Freedom of Information and Protection of Privacy Act (FIPPA), and other privacy laws. It may also be subject to other legal obligations of confidentiality. Example: photos of co-workers, students, or workplace events should not be posted online without the consent of the affected individuals.)
9. Employees must in their use of social media respect and model copyright and fair use guidelines. Employees must not plagiarize, and must properly acknowledge the authorship of materials posted by them. When using a hyperlink to attribute
10. When posting online content employees should not speak on behalf of the School District or use Social District logos on private social media sites unless specifically authorized to do so.

11. Employees should pay particular attention to the privacy settings for their personal social media page. Some content that is appropriate for personal friends is not appropriate for circulation to work colleagues, parents, and students. However, employees should not look to the privacy settings on their personal social media page as creating anonymity or as a guarantee postings will not be shared more broadly.

### **Communications with Students and Parents**

12. The School District recognizes that there are potential benefits to the use of social media and other electronic communications as an educational tool. However, employees must at all times ensure that social media and electronic communications use for communicating with parents and students is consistent with appropriate professional boundaries and the policies and practices of the School District.
13. All communications with students and parents through social media and through other electronic communications must be formal, courteous, and respectful and appropriate. They should not involve or be linked to social media sites of a personal nature that may be maintained by the employee. For example, employees should not invite, or accept invitations from, students to participate as “friends” on a personal Facebook page.
14. Only School District authorized social media tools are to be used for online communication with students and parents. Should employees wish to create other sites and/or use online forums for communicating with students or parents, they must obtain approval from their school Principal who will obtain School District authorization.
15. Employees are responsible for ensuring that any use of social media or other electronic communications with students complies with the student Acceptable Use Agreement. Any personal student information that is posted to social media websites or circulated in other electronic communications while the student is under an employee’s supervision must be compliant with the permission granted by the student’s parents/guardians in a signed District Media Release form.