

SOCIAL MEDIA GUIDELINES

Background

The South East Cornerstone Public School Division recognizes that students and employees use technology and specifically, Social Media to engage, communicate and connect with each other. The Division also recognizes the importance of freedom of opinion, discussions and sharing of information and supports interactions that reflect the mission and vision of the Division. There are however limits to privacy with social media; we expect our students and staff to be respectful, responsible, accountable while using social media.

As a means of continuous improvement and improving student engagement, the Division believes in supporting ongoing communication with stakeholders through, but not exclusive to, online technologies such as discussion forums, blogs, wikis, podcasts and social networks. The following guidelines were developed by the South East Cornerstone Public School Division to inform the use of social media.

Procedures

1. General Usage

- 1.1 As defined by the Local Authority Freedom of Information and Protection of Privacy (LAFOIP) Act, users shall not disclose personal, sensitive or confidential information without prior written consent. Professionalism, privacy, transparency or respect must not be compromised.
- 1.2 Unless authorized, employees shall not use social media to represent any school or department of the South East Cornerstone Public School Division. Any such work-related, division or school level account requires approval by a supervisor or administrator and must be reflective of the mission, vision and values of the Division. Accounts created must be registered with the Instructional Technology Coordinator and a directory of all accounts will be maintained.
- 1.3 Approved accounts must clearly and concisely identify the school, program, club or association name. Do not generalize with the use of SECPSD, as this may imply communication on behalf of the entire Division.
- 1.4 Any social media account established under South East Cornerstone Public School Division is subject to review, monitoring and deactivation if such accounts are deemed to violate acceptable use.

- 1.5 Each school that develops a social media account must designate an account manager who will take responsibility for content management of the page. Accounts must be monitored to ensure material posted does not violate South East Cornerstone Public School Division policies and procedures.
- 1.6 Social media must be used in a responsible, ethical and legal manner, appropriate to an educational setting. Users must be aware of, and comply with copyright laws and privacy settings.
- 1.7 Account managers or administrators who have developed Social Media accounts must communicate with parents, students and staff the Division's expectations for responsible use and appropriate behaviours, citing guidelines as outlined and encourage discussions about inappropriate use of Social Media.
- 1.8 Any defamatory personal, school level or Division level content that negatively impacts the South East Cornerstone Public School Division is deemed unacceptable and violates acceptable use as indicated in Administrative Procedure 140.
- 1.9 Social media sites such, including, but not exclusive to Facebook and Twitter, as well as blogs, discussion forums, wikis are subject to this Administrative Procedure and may be reviewed as the need arises.

2. Personal Usage

- 2.1 Unless work related or otherwise authorized by a supervisor or administrator, it is unacceptable to use Social Media accounts during work hours. Remember you are responsible for any posting to social media sites.
- 2.2 As an employee, you can at any time be perceived as an unofficial spokesperson of the Division. Do not use your personal account as a public forum to interact on behalf of the Division. Your online behaviour should be appropriate for a South East Cornerstone Public School Division stakeholder and should not undermine your credibility or that of the School Divisions.
- 2.3 Your personal account might not be appropriate to distribute Division related news; contact the Coordinator of Instructional Technology if there is important news to be shared.
- 2.4 Assume that any information posted is insecure and permanent, even with privacy settings. Be aware of terms and conditions and changes in privacy settings.
- 2.5 Establish professional boundaries. Be cognizant of the type of "friendships" that are formed on your personal account and conversations that vent frustrations about your personal or professional life.
- 2.6 Do not "friend" a student on your personal social media account. If contact with a student is required on social media for educational purposes, then create a separate

profile to be used only for school, based on the professional teacher-student relationship. This will require using a different email account that reflects school related relationships.

2.7 Cyber bullying and harassment are unacceptable online behaviours.

3. School Usage

- 3.1. Any work-related, social media account must be approved by the school administrator or supervisor by using the Social Media Request for Approval Form- 193-1
- 3.2. Once permission has been granted, and to be recognized as an official social media account, accounts created must be registered with the Coordinator of Instructional Technology using the Social Media Account Registration Form via the Divisions intranet at <https://portal.cornerstonesd.ca>.
- 3.3. Permission must be received through the student Registration Form for posting student work, photographs and activities on social media accounts. Permission must be granted for disclosure of any student work or information. Refer to Appendix B- Website guidelines for schools
- 3.4. Each school that develops a social media site must designate an account content manager. Limit administrative access to the social media account and monitor accounts to ensure material posted does not violate South East Cornerstone Public School Division's acceptable use procedures. Account information should be reset periodically or as the need arises.
- 3.5. Remember that you are representing the School Division through school-related approved accounts. Social media must be used in a responsible, ethical and legal manner, appropriate to an educational setting.
- 3.6. Do not post anything on a social media site that you would not want posted in view of the public.
- 3.7. Online interactions with parents, students or employees must be restricted to educational or school related activities and events.

Reference: Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)
Sections 85, 87,109,175 Education Act
Government of Saskatchewan- Social Media Guidelines
Canadian Teachers' Federation Cyber Bullying Policy
AP- 140- Responsible Use of Technology and the Internet
AP-183- Confidentiality
AP 150- Media Relation

