



SOCIAL MEDIA - EMPLOYEES

Background

This procedure has been developed to provide employees with guidelines to understand the impact of social media and its appropriate use to ensure best practices and to mitigate both the school district's and employee's exposure to risk.

Social media is any form of online publication or presence that allows end users to engage in conversations in and around the context of the website. Where traditional media (newspapers, magazines, school websites) push information without allowing dialogue, social media creates dialogue, allowing users to interact, comment and generate content. Social media includes, but is not restricted to social networking, blogs, wikis, social bookmarking, podcasts, forums, instant messaging and texting. Some examples of popular social media platforms are Facebook, YouTube, LinkedIn, and Twitter.

Procedures

1. Personal Responsibility

- 1.1 School District 72 employees are personally responsible for the content they publish online.
- 1.2 Any use of social media related to work or school that involves students and/or School District 72 employees must be of a professional rather than a personal nature and adhere to professional codes of conduct. Online activities must not interfere with the performance of an employee's duties or their effectiveness as an employee of the school district.
- 1.3 Use of social networking websites and services must adhere to the British Columbia Freedom of Information and Protection of Privacy Act (FIPPA), Operational Procedure 143 (Freedom of Information and Protection of Privacy), and the guidelines for teachers from the BC Ministry of Education Teacher Regulation Branch (TRB), particularly where issues related to personal information are concerned.
- 1.4 Anything posted in an official capacity will be perceived to be representative of the school district. All employees are encouraged to model an appropriate online presence and to exercise good judgement to ensure that postings do not reflect negatively on the employee's professional reputation or that of the school district. What is inappropriate in the workplace is also inappropriate online, including criticizing students, administrators, fellow employees, the school district, or other school districts and community organizations.
- 1.5 Employees should not speak on behalf of the district or use district logos on private social media sites unless they are specifically authorized to do so.
- 1.6 School District 72 employees should not 'friend' students to their personal social media sites, especially if there is a student/teacher relationship and should not request or accept any students or minor (person under the age of 19 years) as 'friends' on social media sites or interact with students or minors on social media sites for purposes not related to the delivery of the student's educational program.

- 1.7 Employees should ask friends not to tag them in any photos or videos without their permission and remove anything that is not appropriate to the employee's role in the school district. Videos or pictures of workplace events should not be posted on personal social media sites without permission.

2. School/District Social Media Accounts

- 2.1 Use dedicated school district sites and tools for online communication with students and parents. Should employees wish to create other sites and/or use other online forums for communicating with students, parents and the broader community, they must obtain approval from the principal and/or department supervisor in conjunction with discussion with the manager of communications.
- 2.2 Whenever possible, the district's SharePoint platform should be the default for delivery of blogs, wikis, forums, etc.
- 2.3 All new school and/or district social media sites are to be established using the school or program name and email address (i.e.: sayward@sd72.bc.ca). The manager of communications is to be informed of the social media site and you must provide a password to the manager of communications. All school and/or district social media site email addresses and passwords are to be kept on file with the superintendent's office, through the manager of communications, so that there is an ability to pass the information along in the event of personnel changes or to suspend the site, if necessary.
- 2.4 All school and district social media sites are required to be active sites, meaning that there is a commitment to regular posting. The value of social media, like any other online site, comes from ensuring that content is current and relevant. Content is to be added once a day, no less than once a week. If a site becomes inactive for a period greater than three months, it must be shutdown.
- 2.5 All school and district program social media sites are to be maintained by a school administrator/supervisor or a school/district employee delegated by the school administrator/supervisor. Responsibility is not to be delegated to a parent volunteer or student, as the established social media site will represent School District 72.
- 2.6 All school or district program social media sites are to be set-up with the highest setting level for blocking profanity and/or obscenity and access must be appropriately restricted (e.g. to students assigned to your class or activity).
- 2.7 Employees are required to monitor contributions to any site they create, administer or moderate. If an inappropriate post is made, you should immediately remove posts that are not in keeping with the spirit of the page.
- 2.8 Any use of social media that involves students must be focused on teaching and learning and not be linked to personal sites.
- 2.9 School District 72 is not responsible for social media accounts established and maintained by school or district Parent Advisory Councils.

3. Copyright and Fair Use

- 3.1 Employees must respect and model copyright and fair use guidelines. A hyperlink citation to outside sources is required. Employees must not plagiarize and must give credit where it is due.

- 3.2 Hyperlink content must be appropriate, educationally of value and adhere to Operational Procedure 149 (Advertising, Canvassing and Distribution of Materials).
4. Employees who do not follow these terms and conditions may face disciplinary action.

Reference: Sections 17, 20, 22, 65, 85 *School Act*
School Regulation 265/89
Freedom of Information and Protection of Privacy Act
Canadian Charter of Rights and Freedoms
Canadian Criminal Code