

ADMINISTRATIVE REGULATIONS

TITLE: RESPONSIBLE USE OF SOCIAL MEDIA
CATEGORY: EDUCATION
NUMBER: 1370

I. Rationale:

Social networking, within the district context, is for the purpose of establishing an online presence that promotes positive, interactive, professional and educational communications as well as showcasing the district's mission and values in action.

II. Definition:

1. 'Social Media' refers to electronic access to and use of blogs, personal websites, RSS feeds, postings on wikis and other interactive sites, such as, but not limited to: Facebook, Instagram, YouTube, Pinterest, Twitter, and postings on video or picture-sharing sites and elsewhere on the Internet.
2. A 'user' refers to a student, school district staff, and/or community member.
3. 'School related social media account' is specifically for sharing events and news that is connected directly with the classroom, school, and/or district.
4. 'Personal social media account' is not related to the school or district.

III. Procedures:

A. Social media accounts:

1. Departments or individual staff creating a district related social media account must inform the district communications officer in writing.
2. Parent advisory councils, departments, or individual staff creating a school related media account must inform the principal in writing.

B. Interactions representing the district:

1. Student names, photos, and/or school work should only be shared online to a school/ district page/ site; never to a staff member's personal social media account.
2. In cases where a user is representing a school, (district) parents' advisory council, department, or the district, the user must identify themselves as connected to the district and/or school as follows:
 - a) The signature "School District 46 – Sunshine Coast" and/or the district logo needs to appear in the banner or in the profile page for district related social media sites.

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- (1) Access and permission to use the district's logo can be granted by emailing the district communications officer.
 - b) The school name and/or the school logo needs to appear in the banner or in the profile page for school related social media sites.
 - (1) Access and permission to use the school's logo can be granted by emailing the school's principal.
 3. Any use of electronic media by a user must be consistent with the duty of loyalty each user owes to the district and must not transgress any law or civil duty of care owed to the district or any other person.
- C. Respect, privacy, and confidential information:
 1. Users will not disclose confidential student information, images, or confidential school, department, or personnel records without first obtaining written consent from the principal and the guardian(s) for students under the age of eighteen (18) (this is normally obtained through the annual 'district media consent form').
 2. Users will not use social media sites to be defamatory or harassing towards any person.
 3. Users will not engage electronically in behaviour or comments that would reflect negatively on a school or the district's reputation or the reputation of any student, staff, or community member.
 4. Users may be disciplined if their social media comments and postings, whether personal or school/district related, are not in compliance with this administrative regulation or any other policies or procedures of the district.
 5. Users participating in social media activities will respect federal copyright and fair use guidelines.
 6. Users participating in social media activities acknowledge that all information posted to sites is subject to the provisions of the *Freedom of Information and Protection of Privacy Act* (FOIPPA) if that information falls within the purview of the information protected by and governed by FOIPPA.
- D. Staff-student online correspondence:
 1. Online correspondence between staff and students must be related to course work, or school sanctioned clubs/activities.

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2. Social media conversations between a staff member and a parent are subject to the provision of this administrative regulation.
3. Principals will annually inform staff members that the ethical standards for the teaching profession apply at all times, whether in a traditional school environment or an online environment.
4. District staff shall not initiate or accept electronic “friend” invitations from students unless the networking is part of an existing school course or school club structure and at least one (1) other staff member has administrative access to the social media group.

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References: Sections 8, 17, 20, 22, 65, 85 *School Act*; *Freedom of Information and Protection Act*; *Copyright Act*