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Employee Use of Social Media

Social Media Use as an Instructional Tool

St. James-Assiniboia School Division recognizes the value of teacher inquiry, investigation, and innovation using new technology tools such as social media to enhance the learning experience. The Division also recognizes its obligation to teach and ensure responsible and safe use of these technologies.

1. Definitions

- a. Only Division-sanctioned social media tools (for instructional or school-related purposes) are approved for educational use. These systems include:
 - those that fall within the Division's electronic technologies network
 - externally hosted and operated systems over which the Division has management control. Presently, these systems include but are not limited to: Office 365, iCloud, Edmodo, Showbie and KidBlog.
- b. Public social media networks are defined to include: Web sites, Web logs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media generally available to the public or consumers and which do not fall within the Division's electronic technologies network (including, but not limited to: Facebook, Twitter, LinkedIn, Flickr, Instagram, YouTube, blog sites, etc.).

2. Division Sanctioned Social Media Tools (For Instructional or School-Related Purposes)

The Division endorses and/or manages the above-defined social media tools. (for instructional purposes). These professional instructional tools are encouraged for use by teachers within their classroom environment. Any other social media sites are prohibited for use in the context of teacher-student and teacher-parent relationships.

Teachers wishing to employ the above-mentioned social media networks in their classroom must also respect the Terms and Conditions as set out by the service. Teachers are prohibited from directing students to create accounts on public social media sites not managed or supported by the Division without first obtaining authorization of the Superintendent/CEO.

3. Public Social Media Networks

Principals or designates of each school have the option of managing a school account on publicly accessible social media networks such as Facebook, Instagram or Twitter, with the intent of promoting their school and increasing the school's ability to

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communicate with its community with the understanding that they will act as moderator of all content. Any content that teachers or other employees wish to have posted to the school account should be vetted through the Principal or designate. All content is to comply with Divisional policy.

Principals and their designates are responsible for maintaining a list of all social media accounts within their particular school. Principals that wish to create a public social media presence for their school must work with the Division's Communications Specialist for additional guidance prior to creating a social media presence.

The Communications Specialist will maintain a list of all social media accounts Division-wide.

Social Media Use General

The Division takes no position on employees' decision to participate in the use of social media networks for personal use on personal time. Employees, however, must not engage with Division students, or families in a teacher-student or teacher-family context on social media systems outside of those approved by the Division.

The line between professional and personal relationships is blurred within a social media context. When employees choose to join or engage with Division students or families in a social media context, that interaction is required to take place on systems that have been approved by the Division. Staff are required to maintain their professionalism as Division employees and have the responsibility for addressing inappropriate behavior or activity on these networks.

Requirements

All employees are expected to serve as positive ambassadors for our schools and to remember they are role models to students in our community. Because readers of social media networks may view the employee as a representative of the schools and the Division, the Division requires employees to observe the following rules when referring to the Division, its schools, students, programs, activities, employees, volunteers and communities on any social media network:

- An employee's use of any social media network and an employee's postings, displays, or communications on any social media network must comply with all laws and any applicable Division policies.
- Employees must be respectful and professional in all communications (by word, image or other means). Employees shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory or that discusses or encourages same.
- Employees must make clear that any views expressed are the employee's alone and do not necessarily reflect the views of the Division. Employees may not act as a spokesperson for the Division or post comments as a representative of the Division, except as authorized by the Superintendent/CEO.

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- Employees are to be aware that Retweets, Likes and Favorites are perceived by others as endorsements. These social media interactions are to be done with care.
- Employees may not disclose information on any social media network that is protected by privacy laws, confidential, or proprietary to the Division, its students, or employees.
- Employees may not use or post the Division logo or School logo on any social media network without permission from the Superintendent/CEO.
- Employees may not post images on any social media network of co-workers without the co-workers' consent.
- Employees may not post images of students on any social media network without first ensuring that a parent/guardian has provided permission to do so. This consent does not apply to images of students taken in the public arena, such as at sporting events, concerts, any other public event.
- The Division recognizes that student groups or members of the public may create social media representing students or groups within the Division. When employees choose to join or engage with these social networking groups, they do so as an employee of the Division. Employees have responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online.
- Employees are to limit public access to any social media network in which they participate for personal use. Employees are not to grant students access to any of their personal social media networks. Employees are advised to exercise judgement before granting parents access to any of their personal social media networks. Employees should only consider granting such access in cases where a pre-existing personal relationship exists between the two parties and such a relationship would not be considered a traditional teacher-parent relationship.
- The Division is free to view and monitor an employee's public website or weblog at any time without consent or previous approval. Where applicable, employees may be asked to disclose to the Division the existence of and to provide the Division with access to an employee's private website or weblog or other personal social media network as part of any investigation or disciplinary process.
- An employee who is responsible for a social media network posting that fails to comply with the rules and guidelines set forth in this policy may be subject to discipline, up to and including termination. Employees are held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network.

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