

## SOCIAL MEDIA

### **Background:**

The Division recognizes the use of social media is a viable means to engage colleagues, students and parents for educational purposes. The Division supports staff use of social media to interact knowledgeably and responsibly.

### **Definitions:**

#### **Social Media:**

refers to a group of internet-based applications that promote communication among participants. Social media includes blogs, wikis and other interactive sites such as, but not limited to, Facebook and Twitter. A more comprehensive list is included in [Social Media Definitions](#) (Appendix 146-B).

#### **Closed Educational Social Media:**

refers to a subset of social media applications that have parameters in place to restrict access to internal users for whom it is intended through passwords and unique URLs.

#### **Information Technologies Equipment:**

includes all Division-owned technology devices—servers, computers, laptops, mobile devices, tablets, wireless networks, printers, displays, projectors, audio systems, software and hardware.

#### **Terms of Reference:**

refers to the requirements of use as outlined by the specific social media application.

#### **Users:**

refers to all students, employees, contractors and volunteers using the Division network and equipment.

### **Procedures:**

1. Users shall not disclose confidential or personal information as defined by the *Freedom of Information and Protection of Privacy Act* without first obtaining written consent from the parent/guardian, or the student if age 18 or over. The posting of full names, addresses, pictures, videos and audio recordings that allow the identification of individuals must have signed consent as per [Administrative Procedure 180: Freedom of Information and Protection of Privacy](#).
2. Staff using social media shall comply with copyright laws.
3. Staff shall use their personal (non-Division) email account when accessing or creating a personal social media account.
4. Prior to a school or department using social media, the Principal or Director shall:

- 4.1. Inform Supports for Students, who will evaluate social media applications for curricular ties.
- 4.2. Inform the Director of Information Technologies, who will evaluate social media applications for possible security concerns.
- 4.3. Upon approval, the social media application may be used in accordance with [EIPS Social Media Guidelines](#) (Appendix 146-A).
5. On an ongoing basis, the Director of Information Technologies will provide training and guidelines on the effective and safe use of social media, as per [EIPS Social Media Guidelines](#) (Appendix 146-A).
6. On an ongoing basis, the Director of Information Technologies will monitor and assess the risk posed by social media applications and the potential effect on Division equipment and data systems. Users will be informed when a social media site is disabled due to risk or threat to the system.
7. The use of Division logos on social media sites shall be pre-approved by the Director of Communication Services.
8. Creation of Account
  - 8.1. The Principal or Director shall approve staff requests to use social media for educational or business purposes.
  - 8.2. The Principal or Director shall inform the Director of Information Technologies of all active Division social media accounts:
    - 8.2.1. The Director of Information Technologies shall maintain a list of all active Division social media accounts.
    - 8.2.2. Closed social media sites do not require account approval.
    - 8.2.3. Closed educational social media sites shall be reported upon the first use in the school or department only.
  - 8.3. The Principal or Director shall, in addition to the originator, have administrative privileges for Division social media accounts.
9. Standards for Students and Staff
  - 9.1. Staff and students shall set their privacy settings to the highest level of security.
  - 9.2. Students under the age of 14 years are not permitted to use social media within the Division. Closed educational social media is allowed under supervision and if permitted within the Terms of Reference of the specific application.
  - 9.3. Users participating in social media activities shall adhere to the Terms of Reference for use of the specific social media application.
  - 9.4. Social media applications are public. Posts leave a digital footprint that cannot be erased. Users shall only post information that can be shared with friends, family, teachers, as well as present and future employers.
  - 9.5. Students shall follow all school rules and behavioural expectations/student code of conduct when using social media in accordance with the [Student Responsible Technology Use Agreement](#) (Form 140-1).
  - 9.6. Staff shall follow the rules and expectations outlined in [Administrative Procedure 404: Employee Conduct](#).
  - 9.7. Inappropriate content shall be removed and reported to a teacher or supervisor immediately.

- 9.8. Users shall log out of social media applications when not in active use to conserve resources and bandwidth.
  - 9.9. Student use of personal social media accounts during class time shall be pre-approved by the teacher.
  - 9.10. Staff use of personal social media is not permitted during work time.
  - 9.11. Reasonable use of personal social media is permitted during break times.
  - 9.12. Staff are not authorized to use social media to represent a school, department or the Division without written permission of their Principal or Director.
10. Standards for School Use
- 10.1. The purpose of social media use in the classroom shall be communicated with students and parents or guardians.
  - 10.2. The Principal or Director shall determine the intended use of social media, which may include:
    - 10.2.1. promotion of school or student success;
    - 10.2.2. homework assignments and reminders;
    - 10.2.3. information to students—for example, time and place of extracurricular activities;
    - 10.2.4. sharing and feedback that relates to specific topics, lessons or projects;
    - 10.2.5. discussion forum; and
    - 10.2.6. engaging parents and guardians.
  - 10.3. Options shall be provided for students who decline the use of social media.
  - 10.4. Schools shall teach and promote digital citizenship through the use of [EIPS Social Media Guidelines](#) (Appendix 146-A).
  - 10.5. Educators shall stay current with safety and privacy settings on social media used in their classrooms.

**Reference:**

Section 31, 52, 53, 196, 197, 222 *Education Act*  
*Freedom of Information and Protection of Privacy Act*  
*Personal Information Protection Act*  
Canadian Charter of Rights and Freedoms  
Canadian Criminal Code  
*Copyright Act*  
ATA Code of Professional Conduct

[Appendix 146-A, EIPS Social Media Guidelines](#)  
[Appendix 146-B, Social Media Definitions](#)