



ICT: Social Media Administrative Procedure 1.A.105

1.0 School Administration
1.A. Foundations

Board Governance Policy Cross Reference: 2, 3, 5, 15, 16, 17, 20

Administrative Procedure Cross Reference: 1.A.30 Code of Conduct, 1.A.101 ICT: Cell Phone Use, 1.A.102 ICT: Cyberbullying, 1.A.103 ICT: General Use, 1.A.105 ICT: Social Media, 8.92 Harassment Prevention

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Background

Digital communication and social media create opportunities for Evergreen School Division, its schools, its teachers and its students to engage, share and inform others. Posting celebrations of learning, student and staff accomplishments, upcoming events, news, etc. improves communication and increases community engagement.

Digital communication and social media may also create opportunities for extending and enhancing education in the classroom through the accessing of online resources, connecting to students in other parts of the world, teacher participation in professional learning communities, etc.

Definitions

Social Media: refers to websites and applications that enable students and staff to communicate, share and create content or to participate in social networking. Examples include but are not limited to Twitter, Instagram, Facebook, YouTube, Reddit, Pinterest.

Devices: refers to the wide variety of devices used by staff and students. Examples include but are not limited to desktop computers, laptops, tablets, smartphones.

Limitations

The use of digital communication and social media must be consistent with Division policies and procedures with special attention to:

- **1.A.30 Code of Conduct**
- **8.92 Harassment Prevention**
- **1.A.101 ICT: Cell Phone Use**
- **1.A.102 ICT: Cyberbullying**
- **1.A.103 ICT: General Use**

Use must also comply with the *Public Schools Act*, *Workplace Safety and Health Act*, *Manitoba's Human Rights Code*, Privacy legislation, other applicable legislation, professional standards of conduct and provincial and federal laws.

All staff and students who use Division networks and/or Division devices, or personal devices need to be aware of guidelines around responsible use. These guidelines need to be reviewed by staff and students each September.

The ESD Superintendent (or designate) may monitor, audit, intercept, review, screen, edit, delete, remove material created, posted or stored on Division devices to:

- follow up on report(s) and/or reasonable suspicion of inappropriate content or activity
- determine and ensure compliance with this procedure
- protect its students, staff and other users/third parties from fraudulent, unlawful or abusive use of its networks
- comply with any legislation/regulation or a request from a government regulatory or investigative agency, including police/RCMP.

Students and staff will be held accountable for their actions. Failure to comply with these terms and conditions may result in temporary or permanent loss of access, disciplinary action and/or legal action.

Unacceptable Conduct

Unacceptable conduct on Social Media for staff and students includes but is not limited to:

- abuse or bullying in the form of electronic communication (cyberbullying)
- actions that create a negative impact on staff or student productivity or efficiency
- actions that compromise confidential or proprietary information about, or related to the school, the Division, its staff or its students
- communicating information about individuals that have an expectation of privacy to others without a legitimate and reasonable need to do so
- engaging in real or reasonably perceived harassment and/or discrimination of staff, students or any third party
- communicating on behalf of the school or Division unless it is a part of assigned duties or proper authorization has been given

Cautions

Evergreen School Division is proud of our students' successes. Periodically we like to showcase our students or their work, when involved in school-related activities inside and outside of the classroom in *school-approved* publications, which include but are not limited to school publications, school and Division websites/social media accounts and local print media. Parent/guardian permission for such is sought at the start of each school year.

To respect an individual's right to privacy, students, parents, volunteers, guests are not permitted to photograph or record students in the school, on the school grounds or at school related events without permission from the individual or the individual's parent/guardian if under age 18, and from the school administrator.

At school events that are open to the public (track meets, concerts, open houses, etc.), it is suggested that parents/guests be reminded of privacy expectations via signage in the school, text in a program or as a public announcement.

“We encourage you to capture memories of your child with photos or video but in order to respect others’ privacy, we ask that you do not post photos or videos online that contain children other than your own.”

However, please note that use of materials gained at public events is beyond our control and that Evergreen School Division cannot prevent the public or the press from obtaining photographs, audio clips, videos or interviews at public events on or off our property.

Note: Materials obtained this way during these events may thereafter be digitally manipulated, published, broadcast or sold to other external media outlets without our knowledge or permission.

Social Media and Employees

Professional Social Media

Professional social media refers to social media that is work related; it is connected to the classroom/school/Division, to your profession and/or to teaching and learning.

School/work related social media involvement is only allowed on Division purchased platforms (example: Edsby) or on Division approved platforms (example: Twitter).

- The Division will only approve use of social medium platforms where transcripts of each conversation are made.
- If considering a new platform, staff should consult with ESD’s IT Consultant before using.
- Transcripts need to be maintained and not erased.
- School/work related individual communication with students, parents and other staff should be done through those platforms or through Division issued email accounts.
- If an employee chooses to communicate with students online, “office hours” and time limits need to be established and adhered to.

Messaging/Texting

- messages and texts sent from personal devices, may not be secure
- See **Procedure 1.A.101 ICT: Cell Phone Use**

Cautions

Employees need to maintain separate professional and personal e-mail accounts:

- do not use personal email address for professional social media activities
- any professional social media presence should utilize a professional email address and should be completely separate from any personal social media presence
- in the event that the use of professional email address is not possible and there is a requirement for regular and continuous use of a personal email address for

professional purposes, this will result in considering the email address, and the corresponding use of that address, as a professional account and be subject to monitoring and review by ESD

Select professional social media sites that address reasonable instructional, educational or extra-curricular program matters and/or have a reasonable relationship to the mission and function of the division.

Seek supervisor approval before becoming active in any social media. To the extent possible, supervisors should be given access to any professional social media accounts established by employees.

Identify yourself, school and school division accurately on professional social media sites.

Treat professional social media space and communication like a classroom or workplace. If a particular type of behaviour is inappropriate in the classroom or workplace, then that behaviour is also inappropriate on the professional social media site.

Some professional social media sites allow you to set up as either a private network (access limited to a particular class or grade within a school) or a public network (for example, anyone within the school or a larger group within the Evergreen community can participate). It is a recommended practice for professional social media sites to be private networks, unless there is a specific educational need for the site to be a public network.

Use privacy settings to control access to professional social media sites to ensure that professional social media communications only reach the intended audience. However, employees should be aware that there are limitations to privacy settings. *Private communication published on the internet can easily become public.* Furthermore, social media sites can change their current default privacy settings and other functions. As a result, employees have an individualized responsibility to understand and monitor the rules of the social media site being utilized.

Professional social media communication should be in compliance with Evergreen policies and applicable laws, including, but not limited to, prohibitions on the disclosure of confidential information and prohibitions on the use of harassing, obscene, discriminatory, defamatory or threatening language.

No personally identifiable student information may be posted by Evergreen employees on professional social media sites, including student photographs, without the consent of the students' parents or guardians. This consent is requested from the parent(s)/guardians(s) of ESD students at the time of registration and verified each fall.

Teachers need to be aware of:

- any students whose parents/guardians have chosen to not allow publication of their child's image
- need to be aware of the parameters of the release, and seek additional permissions as required

- students in the background of photos, both in school and at off - site events (track meets for example).

Student participation in Division approved social media sites needs to be monitored. Students are not permitted to post photographs featuring other students.

Evergreen employees should not “tag” photos of other Evergreen employees or volunteers without the prior permission of the individuals being tagged.

Employees should not use the Evergreen logo in any postings and should not link to the Evergreen website or post Evergreen material on any personal social media sites without the permission of the Division.

Employees using professional social media understand that their social media activity is subject to review/monitoring by supervisor, ESD Superintendent or designate. This is to ensure use is consistent with the values and mission of the Division. If a supervisor discovers questionable communications or behaviour on social media sites, appropriate action will be taken.

Any employee who becomes aware of inappropriate comments on a social media site is required to contact their supervisor.

Evergreen supervisors reserve the right to remove, disable, and provide feedback regarding social media sites that do not reasonably align with these guidelines.

Personal Social Media

Teacher use of social media for personal use on personal time needs to be governed by sound judgement and due care. Statements like *“These opinions are my own and don’t reflect my employer’s views”* do **NOT** hold true for teachers. The Supreme Court of Canada has ruled that teachers’ off duty conduct, even when not related to students, is relevant to their suitability to teach and may result in disciplinary actions being taken.

If A Teacher Chooses to Use Personal Social Media:

- do not communicate with students who are currently enrolled in Evergreen schools
- do not ‘friend’ students on personal accounts
- be aware of and activate privacy settings on networking sites
- do not permit pictures of yourself to be taken and posted on any site without privacy safeguards
- learn how to “untag” photos
- do not post confidential images or information about yourself
- do not post anything on a social media site that you would not post on the bulletin board outside your classroom
- do not use social media to vent frustrations to colleagues about personal and professional frustrations

- be aware the retweeting, responding with a like/thumbs up, etc., following an individual/group and adding to a favorites list all are perceived as endorsements and should be done so with care and sound judgement
- if students/parents become aware of your personal social media account, and contact you, refer them back to your professional social media account(s) (eg. Edsby)

Inappropriate Use of Social Media

- visiting inappropriate sites (example: those featuring adult, racist or pornographic content)
- liking, sending, forwarding offensive language, jokes and/or pictures
- on–line gambling using ESD devices or engaging in such activity during school hours or on school site
- frequent texting, messaging and/or non–school related emailing during school hours
- posting pictures of yourself, especially if they may be interpreted as inappropriate
- posting comments about students, parents, colleagues or administration
- engaging in personal email and/or texts with students
- engaging in inappropriate conversations about fellow colleagues through emails or social networking sites
- criticizing principals, teachers, staff, superintendents, school trustees – personally or professionally - online
- sharing confidential school or Division information through emails or social networking sites
- for further examples see ***Procedure 1.A.103 ICT: General Use***