



Social Media Guidelines for School Community Members, Parents & Guardians

Administrative Procedure 1.A.90

1.0 School Administration
1.A. Foundations

Board Governance Policy Cross Reference: 1, 2, 3, 4,

Legal Reference:

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Date Amended:

Evergreen School Division (ESD) recognizes that school community members, parents and guardians communicate regularly through various social media platforms. ESD also encourages school community members, parents and guardians to be respectful when using social media and mindful that they have an important responsibility to be good citizenship role models to our students and school communities.

As valuable partners of the ESD community, school community members, parents and guardians have a responsibility to engage appropriately with social media when it comes to ESD students and staff.

To this end, ESD has established the following guidelines to provide support for school community members, parents and guardians when participating in social media activities, e.g. classroom blogs, community Facebook forums, emails, or any other social media platform(s) used by parents/guardians when referencing ESD students and/or staff, either directly, or indirectly.

ESD encourages school community members, parents and guardians to maintain high ethical standards and to be respectful in their use of social networking. School community member, parental and guardian online behaviour should reflect the same standards of honesty, respect, and consideration that society expects and appreciates when having face-to-face interactions.

ESD provides the following guidelines to community members, parents and guardians when choosing to use social media.

School Community Member, Parent and Guardian Social Media Guidelines

School community members, Parents and Guardians:

1. Are encouraged to be familiar with, and adhere to, the terms of use and site-specific community standards of the relevant social media platforms/websites. This includes all federal and provincial copyright, privacy, defamation, and harassment laws, including ESD policies and administrative procedures.
2. Should not use or disclose any confidential information, post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful.
3. Should not make disrespectful or offensive comments about a student, staff, and other parents/guardians.
4. Must be mindful that, by posting your comments and having online conversations on social media sites, such comments may be open to public dissemination. Even with the strictest privacy settings, 'private conversation' may still end up being shared into a more public domain.
5. Should never discuss sensitive student and/or staff matters with other school community members, parents or guardians using social media outlets. School community members, parents and guardians should act on the assumption that all postings are in the public domain.
6. Must seek appropriate permission before posting photographs, and/or videos. This is especially the case where photographs and/or videos include other school community members, parents or guardians, students, and staff members. No photographs of ESD students, with the exception of a parent's/guardian's own children, are to be posted without the consent of such students' parent/guardian.

School community members, parents and guardians who come across negative remarks and/or postings about ESD students and/or staff members are encouraged to share those posts with the school's respective principal or the Superintendent.

Finally, a school community member, parent or guardian who has a concern or complaint about ESD staff are encouraged to address the issue with the employee directly and respectfully, and in accordance with Administrative Policy 1.A.40 Concerns and Complaints, instead of using social media.

ESD Response to Unacceptable School Community Member, Parent and Guardian Social Media Posts

When a school community member, parent or guardian is found to have acted inconsistent with this procedure, ESD will take one or more steps legally available to it and as appropriate in the circumstances, which steps may include referring the matter to local authorities as deemed appropriate.

This procedure should be read in conjunction with Administrative Procedure 8.92 Harassment Prevention (WSH).