



AP 2-27 Social Media

Related Policies:	Initial Approval: 2024 November 15
Related Procedures: AP 2-20 Technology Access	Last Amended:
Exhibits:	Last Reviewed:

PURPOSE

The Division recognizes that Social Media is an effective means of communication that can be leveraged to increase communication between parents, staff and stakeholders. The division supports the use of electronic social media to interact knowledgeably and responsibly for this stated purpose.

There is inherent risk in the participation in all social media activities as actions are publicly viewed on a global scale via the internet. Individuals are cautioned that there is no expectation of privacy regarding participation in social media activity. Access to all Division and school social media accounts is to be consistent with AP 2-26 and is applicable regardless of whether social media activity occurs outside of regular school or work hours.

This Administrative Procedure covers electronic media that may not be specifically referenced in that Procedure; however, it is to be read in concert with [Administrative Procedure 2-20 Technology Access](#).

SCOPE

This procedure applies to all division students, staff, School Council representatives, and volunteers /Agents of the Board (Referred to as “Users” in this AP).

DEFINITIONS

Social Media is a category of websites generally characterized as an interactive social community where all content is collaboratively generated by users of that site. Rather than a conversation solely between two people, social media conversations can occur between many people at any one time. New social media channels are being developed on a continuous basis.

Social Media - includes but is not limited to the following:

- electronic blogs
- personal websites
- Rich Site Summary (RRS) feeds; and
- postings on wikis and other sites where content is user-generated (ie. Facebook, MySpace, Blogger, X (Twitter), YouTube, Instagram, SnapChat, Tiktok, and other video, picture or information-sharing sites on the Internet)

PROCEDURES

1. Interactions Representing the Division / School
 - 1.1. Other than on the official school or division social media pages, a user is not authorized to use electronic social media sites to represent a school class or club, school, school team or program, department, or the division.
 - 1.2. Any use of electronic media by a user must be consistent with the duty of loyalty each user owes to the division and must not transgress any law or civil duty of care owed to the division or any

other person. Breach of this requirement will be considered to be conduct that is subject to action by the division and the division will take such action as it considers is warranted.

2. Respect, Privacy, and Confidential Information

- 2.1. Users (other than the school social media influencer) will not disclose confidential student information, images, or confidential school, department, or personnel records without first obtaining written consent from the Principal, supervisor, and the guardian(s) for students under the age of eighteen (18) who are not independent students, as defined in the Education Act, or without first obtaining written consent from the Principal, supervisor, and from a student eighteen (18) years of age or older who is an independent student as defined in the Education Act.
- 2.2. Users will not use electronic social media sites, including personal social media pages, to be defamatory or harassing towards any person and will not espouse or support any position or opinion or statement that is contrary to Board policies and division administrative procedures.
- 2.3. Employees are responsible for their electronic communications and for any content that they publish online, whether it is under the employee's personal account, an alias or is anonymous, and must ensure it complies with applicable laws, this Administrative Procedure, and professional standards of conduct for education professionals.
- 2.4. Anything posted online by employees or communicated electronically to non-school division parties may be perceived to be an official representation of the school. Therefore, employees are expected to model an appropriate online presence and to exercise good judgement to ensure that postings and communications do not reflect negatively on the employee's professional reputation or that of the school division.
- 2.5. Users may be disciplined if their social media comments and postings, whether personal or school/s related, are not in compliance with this procedure or any other policies or procedures of the division.
- 2.6. Users participating in social media activities will respect copyright laws, not only in relation to the content produced on the social media sites, but also in relation to the software that enables them to operate.
- 2.7. Users participating in electronic 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 (FOIP) if that information falls within the ambit of the information protected by and governed by FOIP.

3. Staff-Student Online Correspondence

- 3.1. Online correspondence between staff and students must be related to course work, or school sanctioned clubs/activities. Social media conversations between a staff member and a parent are subject to the provisions of this Administrative Procedure.
- 3.2. Principal(s) must approve school-based electronic social media groups that will be supervised and monitored by a staff member from each participating school.
- 3.3. Principals will ensure that all school-sanctioned electronic social media groups have at least two (2) administrators with administrative privileges.
- 3.4. Principals will inform staff members participating in school-created electronic social media groups with students that the ethical standards for the teaching profession apply at all times, whether in a traditional school environment or an online environment.
- 3.5. Division staff are advised to not initiate or accept electronic "friend" invitations from students unless the networking is part of an existing school social media account in which at least one (1) other staff member has administrative access to the electronic social media group.

4. Social Media Guidelines for School Councils

- 4.1. We recommend that school councils do not have their own social media page. If there is a desire for school councils to share messages with parents, we encourage school council executives to provide that information to school administrators. Where appropriate, school administrators will ensure information from school councils is shared on official school social media page(s).

REFERENCE AND LINKS

HISTORY