
SOCIAL MEDIA GUIDELINES

Background

Social media is defined as various online tools enabling people to communicate and share information via the Internet. The Social Media Guidelines provide direction to Division employees who engage in social media activities for either personal or professional reasons.

Access to Division and school social media accounts are to align with AP 140 - Digital Technology and AP 140-1 - Acceptable Use and are applicable to all staff and students. Staff and students are reminded that they represent GYPSD at all times regardless of school/work hours.

Social media accounts covered under this Administrative Procedure include, but are not limited to, Division and/or individual school accounts set up under Facebook, Twitter, Instagram, FourSquare, Pinterest, YouTube, and LinkedIn. This also includes all accounts formed by School Councils if the school name is included in the title of the account.

Procedures

1. Division-wide social media accounts will be administered, moderated and monitored by the Office of the Superintendent.
2. Division approved school-based social media accounts will be administered and monitored by the Principal and at least one (1) designated staff member.
 - 2.1 All principals will provide the Office of the Superintendent with a list of social media pages and sites in use as well as the names of those designated as administrators of those sites.
 - 2.2 The Office of the Superintendent may request administrative status on any school-based social media account.
 - 2.3 Account passwords are to be changed on a regular basis by the Principal, with the change communicated to all account administrators and The Office of the Superintendent.
 - 2.4 Account administrators are required to log off when editing of the account is completed.
3. Recommended updates for social media accounts include but are not limited to school news, sports event results, calendar of events listings, photos from school and extracurricular events, items of educational or social interest links to newspaper stories; and good news or celebrations in regards to the school, students, staff or Division.
4. All postings, including photos, are subject to applicable copyright laws, FOIP, provincial legislation, Board Policies and/or Administrative Procedures.

5. Account administrators and The Office of the Superintendent reserves the right to delete or remove any posting, photo, comment or mention that violates the policies /procedures of the Division or that is degrading, discriminatory, defamatory or offensive in any manner or brings the reputation of the Division into disrepute.

Comments or confidential information related to human resources, legal matters, subjects deemed controversial, Division policy/procedures, contractual matters, or a crisis situation are not to be posted.

6. Division approved social media accounts will include the following disclaimers on their sites for purposes of transparency and accountability to stakeholders:

Grande Yellowhead Public School Division values open, two-way conversation to foster a collaborative and effective engagement process with stakeholders. The official social media accounts provide forums for respectful discussions related to education and to share and celebrate relevant stories, events and other information.

The comments and posts expressed by followers on our social media accounts do not necessarily reflect the opinions and/or position of the Board or its employees.

- 6.1 School council social media accounts are seen as extensions of the school and must reflect the mission, vision and values of the Division.

Reference: Section 31,33,52,53,68,196,204,222,225 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
Teaching Profession Act

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