

Administrative Procedures Manual	Administrative Procedure 146
	Social Media
	APPROVED: September 1, 2013
Page 1 of 2	AMENDED/REVIEWED: January 2021, September 2019
LEGAL 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

Background

Part of learning is adapting to the changing methods of communication. Engaging in digital environments can promote learning, teaching and collaboration for students, staff and parents. The very nature of social media introduces potential lack of personal control of content and dissemination of content. Due care and attention is required to safeguard privacy.

Definition

Social media includes web-based and mobile technologies that turn communication into interactive dialogue. Some examples include but are not limited to: personal websites, micro-blogs, blogs, wikis, podcasts, digital images and video and other social media technologies.

Procedures

1. Personal Responsibility
 - 1.1 All users are personally responsible for ensuring the content/information they publish on-line is consistent with the principles identified in Board Policy 1.
 - 1.2 On-line behaviour shall reflect the same standards of honesty, respect and consideration used when meeting face to face.
 - 1.3 Posted information must identify that the information is representative of the poster’s personal views and opinions and not necessarily the views and opinions of the Division.
 - 1.4 Photographs relating to alcohol, tobacco, cannabis or drug use may be deemed inappropriate.
 - 1.5 Social media is an extension of the classroom. What is inappropriate in the classroom/school environment is also deemed inappropriate on-line.
 - 1.6 Employees are to ensure that posted content is consistent with the work performed for the Division. Employees are to act on the assumption that all postings are in the public domain.
 - 1.7 Posting of confidential student information is prohibited.
 - 1.8 Employees are responsible for moderating all content published on all social media technologies related to classroom work.

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- 1.9 Employees shall refrain from posting any comment that could be deemed unprofessional.
 - 1.10 Access of social networking websites for personal use during instructional time will be prohibited.
2. Copyright and Fair Use
- 2.1 All users must respect federal copyright and fair use guidelines.
 - 2.2 Hyperlink content must be appropriate and educationally beneficial or adhere to [Administrative Procedure 153 – Advertising in Schools.](#)
 - 2.3 External hyperlinks must be identified.
 - 2.4 Plagiarism is an academic offence.
3. Profiles and Identity
- 3.1 No identifying information about students is to be posted; for example, last names, addresses or phone numbers are not to appear on social media sites.
 - 3.2 Where social media is managed by teachers, they are responsible for monitoring for content that may identify students.
 - 3.3 Pictures and images are to be appropriate; for example, display of use of alcohol, tobacco, cannabis or drugs is not appropriate.
4. Social Bookmarking
- 4.1 Sites that are bookmarked are in the public domain. The content of the bookmarked site is to be within the bounds of professional discretion.