

ADMINISTRATIVE PROCEDURE NO. 115

SOCIAL MEDIA

Background

Red Deer Catholic Regional Schools recognizes the use of social media as an effective tool to communicate with staff, parents, students and the greater community. Social media can be used to engage the school community and enhance student learning. The Division is committed to supporting social media to support instructional and professional development purposes. 21st Century learning is adapting to changing methods of communication. Social media is a means of communication and collaboration to share information with stakeholders.

Guidelines

1. Employees must keep their outside interests and activities that include the use of social media, outside the workplace.
 - 1.1 Employee online activity including postings on blogs and social media must not include content or commentary that negatively impacts the reputation of the Division.
 - 1.2 Division staff are personally responsible for all comments/information they publish online.
 - 1.3 Freedom of Information and Protection of Privacy Act (FOIP Act) must be followed. This includes photos, videos, audio, artwork and the written word.
 - 1.4 Staff will refrain from following or adding students as friends on their personal social media channels with the exception of students over 18 years of age.
2. Staff are permitted to use social media to represent a school (including departments and sports teams) in coordination with the Communications Department. School administration will contact the Communications Department to provide staff with access.
 - 2.1 In cases where a user is directly or indirectly identified as an employee of the Division on their personal social media account., the user profile or post must clearly state that said user is not representing the views of the Division.

- 2.2 Division and school logos will not be used without permission from the Communications Department.
- 2.3 All school-sanctioned social media groups will have at least two members with administrative privileges. Approval from the school principal must be obtained before establishing a social media presence for the classroom or school.
- 2.4 All postings representing a school, events or activities must positively reflect the Division.
- 2.5 The Communications Department will have access to all social media accounts. This includes Facebook, Twitter, Instagram and Youtube. g.
3. Staff activity online including but not limited to blogs and social networking sites must not include sensitive or confidential information related to the Division or that identifies a student. Under FOIP, this information has to be kept confidential.
4. A blog or other social networking sites may be used as a teaching tool in a classroom.
5. All online correspondence between staff and students must be related to course work or school sanctioned clubs/teams/activities.
6. Division staff members must be aware of the Division's ethical standards. Staff must follow ethical standards at all times whether in a traditional school environment or an online environment.
7. Copyright law must be followed and staff must be sure not to plagiarize and to respect the copyright on social media.