

SOCIAL MEDIA

Background

Social media networks can be an effective communication tool for stakeholders of our Division, and as ambassadors for the Division, individuals should conduct themselves in a professional and positive manner in social media activities. The intent is not to prohibit or unreasonably restrict an employee's use of social media, but to provide guidance on the use of these communication tools, in the context of their association with STAR Catholic School Division.

This Administrative Procedure and the Staff and Student Responsible Use Agreements provide broad guidance for online behavior, however, the guidelines listed below more specifically address the appropriate use of social media outlets such as, but not limited to: Facebook, Twitter, LinkedIn, MySpace, YouTube, blogs, wikis, podcasts, etc. By following these guidelines, employees and students will be helping to protect the privacy, confidentiality and interests of all employees and STAR Catholic School Division.

Guidelines

1. Employees must keep their outside interests and activities, including, but not limited to, the maintenance, access, or use of a personal blog or social networking website, outside the workplace.
2. Employee activity online, including, but not limited to, postings on blogs and social networking websites, must not include content or commentary that negatively impacts the reputation of the Division.
3. Employees must not include any information in social media activity that involves sensitive or confidential information related to the Division, or that identifies an individual student, their grades, or any other information about them that has not been publicly released by STAR Catholic School Division, or one of our schools. Under the *Freedom of Information and Protection of Privacy Act*, this information is to be kept confidential and is not to be shared with other staff, unless permission has been granted by the parent/guardian.
4. A Facebook page, blog, or other social networking site may be used as a teaching tool in a classroom. School employees are expected to comply with the terms of use and privacy policy of the social media site they are using in the school/classroom, and activate the appropriate privacy settings in their account.
5. Teachers should consult with their principal before establishing a social media presence for their classroom or school, and in the case of a classroom site, the teacher should be the administrator for the account. If the social media used allows

for open comments the account login and password info should also be provided to the school office.

6. School social media channels should be regularly maintained and updated, with the sole responsibility for this activity at the school level.