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|  | Lloydminster Catholic School Division – Administrative Procedures | |
| | AP 149 – Social Media / Networking | |
| Related LCSD AP's | AP 350 – Student Conduct AP 352 – Student Discipline | |
| Form(s) | | |
| References: | <i>The Education Act, 1995</i> sections 85, 87, 175 <i>The Local Authority of Freedom of Information and Protection of Privacy Act, 2018</i> | |
| Received by the Board: December, 2020 | | Update: December, 2020 |

Background

The Division recognizes the value and impact of educational technology on student learning. Social media and social networking sites provide a contemporary learning and teaching environment that facilitates sharing of resources and access to vast information, instant global communication, and continually evolving methods of collaboration and innovation. The Division appreciates that learning takes place both in and out of our schools. Staff and students must be provided an opportunity to access global educational resources while maintaining the integrity of the division's core values and policies, and Administrative Procedures.

This Administrative Procedure outlines the division's expectations for both staff and students who use social media and social networking or post their work online; or who choose to use personal social media and social networking accounts to comment on Division matters.

Definitions:

- *Social media* is an avenue that allows you to broadcast your message
- *Social networking* is the process of opening up lines of two-way communication between you and another person or a group of people.

Note: Definitions provided by: <https://innovisionbiz.com/2014/02/social-media/social-media-vs-social-networking/>

Guidelines

Staff and students are expected to model ethical and appropriate conduct while engaging on social media and social networking sites at all times. The Division's expectations for student and staff digital conduct, whether on social media or texting or any other online service, does not differ from the Division's expectations for conduct during face-to-face in person interactions. The Division believes that what we post online/send to others speaks to our character and reputation. Given the realities of our connected society, all staff and students must be aware that material posted online has the potential of becoming permanent and viewable by anyone in the world, despite one's best intentions to maintain security, privacy, or attempts of deletion.

Every time a person communicates in-person or on social media, that communication shapes public opinion about: the person; education as a profession; the reputation of the school and the Board of Education. Statements like, "Tweets are my own and don't reflect my employer's views," do not hold true for educational staff. Although staff lead private lives, the Supreme Court of Canada has ruled that

teachers' off-duty conduct, even when not directly related to students, is relevant to their suitability to teach. As such, staff should use sound judgment and due care when using social media while on and off duty.

Procedures

The following list of procedures shall be considered when posting on social networking sites and online.

1. Posts to all social networking sites shall not be in contravention of division policies and administrative procedures.
2. Staff and students are responsible for the content they post/upload online, and will be held accountable for material that is deemed inappropriate or defamatory to the school or school personnel, students, parents, or any other member of the school community using digital media such as social networking sites (ex. *Snapchat, Facebook, Twitter, Instagram, etc.*), blogs, webpages and emails.
3. In the absence of written consent (student release form; student registration form), use of digital media must not reveal confidential information about the school, or personal information about its staff, students, parents or other members of the school community.
4. Staff and student use of digital media must not be used to threaten or publicly criticize students, staff, parents, or colleagues. Staff and students must respect the privacy and the feelings of others.
5. Staff must ensure their online social media and social networking activity does not interfere with their work assignment, responsibilities, or commitment.
6. Students and staff must ensure their social media and social networking activity does not adversely affect the learning environment.
7. Staff and students must show proper respect for the laws governing copyright and fair use of the copyrighted material owned by others.
8. Staff must ensure all postings are compliant with Saskatchewan's LAFOIP Legislation.
9. Staff who choose to share and post educational activities on social media and social networking sites, must ensure all students included in the post have authorized LAFOIP consent on their registration form and ensure all students without LAFOIP consent cannot be identified.
10. Distinction between Personal vs Professional Social Media and Social Networking Activity
 - Maintain a sense of professionalism and positive lifestyle at all times—in your personal and professional lives as noted in your contract of employment.
 - The Division strongly advises against the use of blended personal and professional social media accounts. Staff are encouraged to maintain a clear distinction between their personal and professional social media use and recommends they have two separate accounts for these purposes.

11. Staff shall not engage in social media and social networking activity deemed confrontational and/or argumentative to the division and its operations or affairs.

Outcomes of Unacceptable Use by Students and Staff

1. Users in violation of this administrative procedure will be subject to a disciplinary process that may include:
 - 1.1. Discipline
 - 1.2. Suspension
 - 1.3. Expulsion
 - 1.4. Termination
2. Any violation of terms and conditions listed in this Administrative Procedure may result in disclosure and involvement of appropriate authorities.