

# AP 149 – SOCIAL MEDIA AND ONLINE POSTING

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## Background

The Division recognizes the value and impact of educational technology on student learning. Social media provides a contemporary learning and teaching environment that facilitates sharing of resources, unprecedented access to information, instant global communication, and continually evolving methods of collaboration and innovation. LCSD appreciates that learning takes place both in and out of our schools. Students and staff must be provided an opportunity to access educational resources at a modern, global level, while maintaining the integrity of the division's core values and policies.

These procedures outline the division's expectations for staff and students who use social media or post their work online or choose to use personal social media accounts to comment on division matters.

## Guidelines

Division staff and students are expected to model ethical and appropriate conduct at all times. The expectations of our digital conduct, whether online, through texting, or any other technology, does not differ from our expectations of conduct in person what we post online/send to others speaks to our character and reputation. Given the realities of our modern, 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 to delete.

## Procedures

The following list of procedures shall be considered when posting of information online.

1. Any posts 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 publically criticize students, staff, parents, or colleagues. Staff and students must respect the privacy and the feelings of others.

5. Division staff must ensure their online activity does not interfere with their work assignment, responsibilities, or commitment.
6. Students must ensure their online activity does not adversely affect the learning environment.
7. Division staff and students must show proper respect for the laws governing copyright and fair use of the copyrighted material owned by others.
8. Division staff must ensure that all posting follows LAFOIPP Legislation of Saskatchewan.
9. Staff who choose to share and post educational activities online, must ensure that all students within the post have authorized FOIPP consent on their registration form and ensure that all students without FOIPP consent cannot be identified.
10. Staff involved in the sharing of educational activities online shall have a separate social media account for work and another social media account for personal. Each of these accounts to have proper security/access to posts.
11. Staff shall not engage in social media posts deemed confrontational / argumentative to the division and its affairs.

#### **Outcome of Unacceptable Use**

1. Users in violation of this administrative procedure will be subject to a disciplinary process that may include:
  - a. Discipline
  - b. Suspension
  - c. Expulsion
  - d. Termination

Violation of this administrative procedure may result in disclosure and involvement of appropriate authorities.