

Reasons for Acceptable Use Procedures

1. Establish a Safe Working Environment
2. Encourage Staff and Student Productivity
3. Support Internet Security
4. Promote the Division as a positive and responsible educational organization

Social Media

The Division supports the use of social media to improve student engagement and to promote ongoing communication with parents, local communities, and the global community. AP 80-01 Digital Citizenship provides a framework for students and staff to develop as successful digital citizens with opportunities to learn the values, skills, and behaviors required to contribute in a digital world and the knowledge and ability to manage the challenges of the global digital world.

This Administrative Procedure on the use of social media should also be considered an addendum to AP 80-05 Technology Acceptable Use. Any of the restrictions identified in that document also applies to social media tools. Any clarifications should be forwarded to the Director of Information Technology Services (ITS).

Establishing Social Media Accounts

Any social media accounts established in the Division's name or one of its schools are automatically the property of the Division. As such they are subject to review and monitoring same as the computer equipment and network are reviewed and monitored within the Division's physical locations. This can include periodic reviews and auditing of the traffic and communication on the Division's social media sites.

In order to properly track social media accounts in use throughout the Division, they should be registered with ITS and Communications. This includes an administrator account which is solely for the use of the ITS Department/Communications. There should also be a review from the Assistant Superintendent responsible for ITS or the Director of ITS to ensure that the account meets educational needs. At this time two primary social media tools are recognized as being suitable for use by Division staff and schools. These are:

- Twitter
- Facebook

Other sites may be added by request. These should be brought to the attention of ITS and Communications for review by the Assistant Superintendent of Education Services, the Director of IT, and the Assistant Coordinator of Communications. To begin the registration process, please fill out [Form 8-06 Social Media Registration](#).

Other Accounts

While social media accounts fit a specific niche, it is important to remember that there are now a number of other mechanisms for communicating globally. The Division has provided these in order to promote communication and to create additional supports for students and parents. The most important of these is the Division website (<https://www.pbpschools.ca/>) which provides

staff with the ability to broadcast directly to the Internet. While this presents a great opportunity, it also entails a number of responsibilities, as all users of those services become representatives of the Division. Other tools can also be used in conjunction with the website and the social media tools listed above. Blogger, RSS feeds, wiki's, You Tube channels and other video posting and picture sharing sites all provide readily available tools for communicating outside the Division infrastructure. These are all subject to the social media procedures listed in this document.

Representing the Division

Unless given permission from the School Principal or supervisor, staff is not authorized to use electronic social media sites to represent a school, department, or the Division. When representing a school or the Division as a whole, staff members are expected to conduct themselves with a high degree of diligence and personal responsibility.

Whenever using social media accounts always keep in mind that they are public. Anything posted on those sites can potentially be viewed by anyone. The reader may not have the proper context for messaging so also choose messages carefully, keeping in mind potential interpretations.

Social media accounts are for Division use only and may not be used for personal purposes including self-promotion or advancing personal ideals. Staff should not represent themselves as employees on personal sites or present their personal views as representing the beliefs of the Division.

Proper Conduct

When using social media tools, staff will conduct themselves in accordance with the rules laid out in AP 80-05 Technology Acceptable Use. The same rules with regards to privacy, behaviour and legality all apply to social media tools. In particular:

- No sharing of confidential information or passwords
- No violations of copy write or licensing
- Proper respect for students, parents, coworkers and equipment

Online Interactions

Interactions between staff and students in a social media forum should be restricted to educational or school related clubs and activities. Staff and students should keep in mind that social media interactions are carried out in a potentially public forum.

No less than two staff members should have administrative access to a given account or site in addition to the ITS account. Individuals who are not part of the school body or Division administration team should not be accepted onto the participant list of the social media site.

Account Management

Passwords on individual accounts should be reset annually in order to ensure security. Accounts for employees that have left the Division should automatically be disabled and new accounts established for their replacement. Under no circumstance should an individual account be shared by more than one person. Joint accounts such as those for a school should have passwords reset annually or any time a staff member with access to that account leaves the Division's employment.

Confidentiality of Information

Should an employee leave the Division, they are still bound by the same confidentiality rules for student and personal information. They are still prohibited from engaging in harassment, disparagement and other harmful activities. Failure to follow these procedures may result in legal action by the Division.

Personal Accounts

Personal social media accounts may be accessed from the Division network, but their use must not impact productivity or the performance of the network. Use of social media tools that contravenes this procedure may result in disciplinary action. It should also be noted that use of personal social media tools may be monitored as it applies to the Division's infrastructure including the network, work stations and laptops.

The Division also strongly recommends NOT 'friending' students on personal accounts. While there is no legal restriction this can blur the lines between personal and professional life. This once again returns to the concept of messaging and publicly sharing views that may or may not be appropriate for under age participants.

Disciplinary Action

Failure to comply with the rules laid out in this document and AP 80-05 Technology Acceptable Use may result in disciplinary action and may include termination of employment.

Reference

[Policy 23 Information and Technology](#)

[AP 80-01 Digital Citizenship](#)

[AP 80-05 Technology Acceptable Use](#)

[AP 80-10 Information Security](#)

[AP 80-20 Mobile Devices \(Employees\)](#)

[Form 8-01 Technology Acceptable Use Agreement for K-12 students](#)

[Form 8-02 Technology Acceptable Use Agreement for Staff and Trustees](#)

[Form 8-06 Social Media and Online Tool Registration](#)