

ELECTRONIC SOCIAL MEDIA

Background

The Division recognizes that the use of electronic social media by staff is a viable means to engage colleagues, parents and students in the enhancement of student learning. The Division is committed to supporting the use by staff of electronic social media to interact knowledgeably and responsibly for instructional and professional development purposes. The Division recognizes that parents entrust educators with the duty to educate their children, and that the use of the Internet and electronic social media has the potential to affect this trust.

Definitions

“Electronic social media” means electronic access to and use of blogs, personal websites, RSS feeds, postings on wikis and other interactive sites, such as but not limited to: Facebook, Instagram, Twitter, Instant Messaging and postings on video or picture-sharing sites and elsewhere on the Internet.

“Enactment” means applicable federal and provincial legislation and regulations, jurisdiction policies, regulations, handbooks, guidelines and codes of conduct and school handbooks.

Procedures

Divisional staff will implement the following procedures:

1. Interactions Representing the Jurisdiction:
 - a) Unless given written permission from a principal or supervisor, staff are not authorized to use electronic social media sites to represent a school, department or the Division.
 - b) In cases where a user is directly or indirectly identified as an employee of the Division, the user profile or post must clearly state that said user is not representing the views of a school, department or the Division.

2. Respect, Privacy and Confidential Information
 - a) Divisional staff will not disclose confidential student information, images or confidential school, department or personnel records without first obtaining written consent from the principal, supervisor or guardian for students under the age of 18 or from independent students aged 16 or 17 who have removed themselves from parental control.
 - b) Division staff will not use electronic social media sites to be defamatory towards students, Divisional employees or Divisional policies and regulations.
 - c) Divisional staff will not engage electronically in behaviour or comments that would reflect negatively on a school or the Division’s reputation.
 - d) Divisional staff may be disciplined if their social media comments and postings, whether personal or school/Division related, result in a disruption to a school or the

Divisional environment; or negatively impact the staff's ability to perform his or her duties.

- e) Divisional staff will use only their own name, when participating in an online social media group for academic purposes.
- f) Divisional staff may be disciplined for posting or promoting electronic commentary, content or images that are defamatory, pornographic, proprietary, harassing or that create a negative work environment.
- g) Divisional staff participating in social media activities acknowledge that all information posted to sites is subject to the provisions of the *Freedom of Information and Protection of Privacy Act*.

3. Staff-Student Online Correspondence

- a) Principals will inform all staff that online correspondence between staff and students must be related to course work, or school sanctioned clubs/activities and should include parents, when possible.
- b) Principals will only approve school-based electronic social media groups that will be supervised and monitored by a teacher.
- c) Principals will ensure that all school-sanctioned electronic social media groups have at least two staff members with administrative privileges.
- d) Principals will inform staff members participating in school-created electronic social media groups with students that the ethical standards for the teaching profession apply at all times, whether in a traditional school environment or an online environment.
- e) Divisional staff shall not initiate or accept electronic "*friends*" invitations from students unless the networking is part of an existing school course or school club structure and at least one other staff member has administrative access to the electronic social media group.

April, 2012

References

Calgary Catholic School District
Freedom of Information and Protection of Privacy Act (FOIPP), Sections 40 & 41

Updates: June 2013, June 2018, January 2020

Reviewed: February 2020