

Social Media

Terms and Conditions for **STAFF** Use

Definition

Social Media - applies to blogs, personal websites, RSS feeds, postings on wikis and other interactive sites, such as, but not limited to: Twitter, Facebook, MySpace, YouTube, Bloggers, Instagram, Instant Messaging, texting, and postings on video or picture-sharing sites and elsewhere on the Internet.

The Newfoundland and Labrador English School District (“District”) recognizes the use of social media by staff as a viable means to involve colleagues, parents, guardians and students in academic dialogue, including sharing of educational resources. The District is committed to supporting the safe and responsible use of social media so all users interact knowledgeably and responsibly. As a result, the following procedures govern the use of social media within the District:

- No personal social media sites are to be used to conduct ***school or district business/activities***. For example, you **cannot** use a personal social media site for collaboration/communication with students. All staff and/or parents/guardians conducting business on social media for school activities should have a separate school-related account if they wish to do so (examples: @MrSmithGr5 or @MMCMrsBrown);
- Social media sites that are established for school or District activities (including curricular and extracurricular/sports activities) must be for the sole purpose for providing information related to these activities;
- Users will use only their own identifying name, when participating in an online social media group for academic purposes;
- All online correspondence between any employee and students must be related to course work, or school-sanctioned clubs/activities and must be for teaching/learning purposes;
- School-based social media groups must:
 - Include a teaching staff member advisor to help ensure appropriate administration;
 - Have at least two staff members with administrative privileges;
 - Seek approval from the administration to establish and once complete, inform them of the group’s existence;
 - Adhere to regular school Code of Conduct practices and guidelines; and,
 - Adhere to the ethical and professional standards for teaching which must apply at all times, whether in a traditional school environment or an online environment.
- Within established school-related social media groups, teaching staff or other employees should only accept invites from students, parents or guardians from their established teaching accounts and only as part of a school course or school club structure, and only, as noted above, when at least two staff members have administrative access to the social media group;
- Users will ensure that their online comments are respectful of District values;

- Though correspondence through email is preferred, in general, any communication with students, parents or guardians about school-related matters through social media should occur through the teacher's established teaching account – not a personal account.
- Users participating in social media activities acknowledge that information posted to such sites may be subject to the provisions of the *Access to Information and Protection of Privacy Act (ATIPPA)* and may be provided in response to an access request under the Act.

Use of social media sites for illegal, obscene, harassing, dishonest, or inappropriate purposes, or in support of such activities, is prohibited. Inappropriate use of social media includes, but is not limited to, the following:

- Speaking or publishing on behalf of the school or District without first obtaining authorized written consent from a principal or supervisor;
- Posting confidential student, school or District information (e.g. photographs) without first obtaining authorized written consent from a principal, supervisor, parent/guardian or other applicable individuals;
- Using District and school logos or photos without first obtaining authorized written consent from a principal or supervisor or District Office;
- Posting defamatory information towards students, parents, guardians, District employees; or,
- Engaging in behaviour such as, but not limited to, posting comments that would reflect negatively on the school or District's reputation.

Violations of Terms and Conditions

Violations of these terms and conditions from either an educational or personal social media account may be subject to disciplinary repercussions. Of particular note, instances which could result in disciplinary action, potential police involvement and/or dismissal from employment include social media behaviour which may:

- Be defamatory;
- Be obscene;
- Be harassing;
- Be disrespectful;
- Be contrary to safe and caring schools practices;
- Result in a disruption to the school or District environment; and/or,
- Negatively impact the ability of another to perform his or her duties within the District.

Newfoundland and Labrador English School District

Updated: January 2015