

ADMINISTRATIVE POLICY NO. 419.1

SOCIAL MEDIA

This administrative procedure is designed to provide all Chinook School Division employees with guidelines regarding the appropriate use of Social Media outlets such as, but not limited to Facebook, Twitter, LinkedIn, MySpace, YouTube, blogs, wikis, podcasts etc. This procedure is in place for the protection of privacy, confidentiality and interests of all employees and the Chinook School Division.

Employees are ambassadors for the division and will conduct themselves online in a professional and positive manner. Violation of this procedure exposes the Chinook School Division to risks and legal liability and may result in disciplinary action up to and including termination.

This administrative procedure regarding privacy, confidentiality and non-criticism remains in effect even after employment ends and legal action may be taken against ex-employees for social media communications that violate this procedure or harm the division.

PROCEDURES

1. Personal Use

- While at the workplace during work hours, employees are expected to be working, not handling personal matters. Employees must keep their outside interests and activities, including, but not limited to, the maintenance, access or use of a personal blog or social networking website, outside the workplace.
- As identified in Policy 419, employees can expect a reasonable measure of privacy with their regular use of the Chinook School Division's systems, including the Internet and school division email. In certain circumstances employee electronic communication may be accessed by approved and authorized Chinook personnel.
- Employee publications including, but not limited to, postings on blogs and social networking websites, must not negatively impact the Chinook School Division's reputation. Any such materials that are insulting, demeaning, or offensive to the Chinook School Division, its employees or its affiliates, or that are deemed objectionable by the Chinook School Division in that their content might damage the Chinook School Division's reputation will violate this procedure.

- Employees must not include any information which the Chinook School Division deems sensitive or confidential information related to the Chinook School Division.
- Employees will ensure they never post criticism of—or share confidential information about—colleagues, students or the division.
- Employees should ensure they familiarize themselves with the social media site’s privacy policy and activate the appropriate privacy settings
- Employees may be disciplined by the division for commentary, content, or images that are defamatory, pornographic, harassing, or that can create a hostile work environment or any other violations of this policy.

2. School/Classroom Use

- If Employees are planning to use a social media site (i.e. Facebook, Twitter, Google+, YouTube, blogs, wikis, etc.) as a teaching or communication tool in a classroom, Form 419.1 A “Staff Social Media Site Approval” must be completed and submitted to your Superintendent for prior authorization. The use and application of the site must be well documented and a proven part of an instruction plan for it to be approved.
- When Employees are using social media that will mention Chinook School Division and/or our employees, students and parents, identify that you are an employee of the Division and that the views expressed in social media are yours alone and do not represent the views of Chinook School Division.
 - Student permission forms (Form 419.1 B) are required to be used by classroom teachers in the event of the use of a blog, Facebook page, etc. The form advises the parent/guardian of the classroom-applicable use of the social media site. Parent/guardian signatures must be collected and maintained indicating awareness and approval for a student to take part.
- Respect copyrights. Employees should not post text, images or video created by someone else without proper attribution and/or authorization. Questions about usage of certain media should be directed to Curriculum and Instruction.
- Employees should not share confidential information, through social media, about individual students, grades, or any other information that has not been publicly released by the school or Chinook School Division.
- Schools and teachers are expected to comply with the terms of use of the social media site they are using in the school/classroom.
- The use of any collected student information (i.e. Facebook name, email address) is considered personal and private information under the *Local Authority Freedom of Information and Protection of Privacy Act*. This information is to be kept confidential and is not to be shared with other staff unless permission has been granted by the parent/guardian to do so.



Form 419.1 A

STAFF SOCIAL MEDIA SITE APPROVAL

Name: _____

School: _____ Date: _____

I am planning to use social media for the _____ school year.

Social media sites I plan to use include:

- Blog
- Wiki
- Facebook
- Twitter
- Other (be specific): _____

IMPORTANT: Once you have established a URL and/or specific social media account, your immediate supervisor (Administrator or Superintendent) needs to be notified of the address or name.

***OFFICIAL SCHOOL and SCC ACCOUNTS:** The name of your account/profile must be approved by your school superintendent and must match your school name. Please do not use any part of a staff name on the account name/profile, @username or URL. For example, on Twitter: "Burstall School" is the profile name and "@BurstallSchool" is the @username. If your @username is taken, you may modify slightly, ex: @CentralSC1914; @HerbertLaurels; @WaldeckWarriors; @sidney_school.

Please Email jbooth@chinooksd.ca your Twitter or Facebook account name.

The purpose for which I plan to use social media includes the following:

- Increased communication between the home and school environments
- Celebrate the learning in my classroom
- Provide information about upcoming events in the school and classroom
- Provide an extension to the standard classroom environment
- Sharing of resources
- Meeting specific outcomes of a curriculum
- Professional learning communities
- Other (be specific): _____

Please note: If an additional social media site account is created in the same school year, this form may be amended to indicate same.

I HAVE READ AND UNDERSTAND that I will be held accountable under AP 419.1 Social Media for what is posted and shared and will abide by the Administrative Procedure.

Signature: _____

Date: _____

Administrator/Superintendent Approval:

Date: _____

NOTE: A copy of this form must be maintained at the school for the duration of the school year.

Once approval is granted, if needed you may contact the Chinook communications coordinator for support in the appropriate implementation of the social media site.



Form # 419.1 B

STUDENT SOCIAL MEDIA RELEASE

Permission to Use Classroom Social Media **

Date: _____

Dear Parent(s),

One of my primary goals this year is to help parents and students get connected and stay connected. My use of social media will offer a way to celebrate the learning in our classroom, provide information about upcoming events, reflect on lessons taught in class, and provide an extension to the standard classroom-learning environment. You may be able to post comments through social media on a daily basis. All written comments are to be respectful towards others.

Permission is required to display photos or work of a student. Teachers and students will withhold personal information including full names, addresses and email addresses.

** Social Media may include, but is not limited to: Blogs, Wikis, Facebook, Twitter

The social media site(s) I am planning to use are:

Blog Wiki Facebook Twitter

Other: _____

I HAVE READ AND UNDERSTAND these terms and conditions and hereby consent and agree to uphold them.

Student Name: _____

Parent/Guardian Name: _____

Parent/Guardian Signature: _____

Date: _____

If you have any questions, please contact me at:
