



ADMIN PROCEDURES MANUAL
Administrative Procedure 140 – Appendix C

ACCEPTABLE USE OF SOCIAL MEDIA

BACKGROUND

Social Media can be a powerful tool to enhance communication and learning. The District is committed to promoting safe and responsible use of social media by members of the community who utilize it for professional purposes.

This Appendix provides guidelines for professional social media communication among district employees and between staff and students. Student-to-student communication via social media is addressed in each school's code of conduct and Student Technology User Agreements. These guidelines also provide general direction for personal social media use.

DEFINITIONS

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- 1.7. Users must exercise caution and common sense, maintaining the same standards of professionalism expected in the workplace on professional social media sites.
- 1.8. Users must use appropriate privacy settings to control access to their professional social media sites, and be aware of the limitation of these settings, as private communication can become public. Users are responsible for understanding the rules and regulations of the social media site being utilized.
- 1.9. If a professional social media site requires students to join, the user must obtain the appropriate personal and parental consent and comply with B.C. FOIPPA provisions. Students are to join using their school email accounts, not their personal email accounts.
- 1.10. Users must adhere to guidelines outlined in the Staff (Appendix A) and Student (Appendix B) Technology User Agreements when posting on a professional social media environment.
 - 1.10.1 Personally identifiable student information, including photographs, can only be shared through district or school level accounts.
 - 1.10.2 Users who are administrator(s) of a professional social media site are responsible for monitoring and managing all communication on that site. To the extent possible, it is recommended that default setting for comments be turned off. If comments are enabled, the site administrator must monitor them daily.
 - 1.10.3 The District reserves the right to remove, disable or provide feedback on professional social media sites that do not comply with the law or these procedures.

2. Personal Social Media Use

- 2.1. All users are advised to exercise caution and common sense when using personal social media sites.
- 2.2. It is recommended that users use appropriate privacy settings to control access to their personal social media sites and understand the limitations of settings, as private communications can become public.
- 2.3. District staff are not to communicate with currently enrolled in New Westminster Schools students on personal social media sites in order to maintain a professional and appropriate relationship.
- 2.4. The posting or disclosing personally identifiable student information or confidential information on personal social media is prohibited.
- 2.5. Personal social media use, including off-hours use, has the potential to disrupt schools or the workplace and may be in violation of Administrative Procedure 140.
- 2.6. All existing Board policies and District procedures and legislation that cover employee conduct may be applicable in the personal social media environment.

3. Additional Information

- 3.1.
