

Social Media

Background

This administrative procedure is designed to provide all Good Spirit 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 Good Spirit 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 Good Spirit 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.

Procedure

Personal Use:

1. 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.
2. Employees understand they have no expectation of privacy in their use of the Good Spirit School Division's systems, including the Internet and school division email.
3. Employee publications including, but not limited to, postings on blogs and social networking websites, must not negatively impact the Good Spirit School Division's reputation. Any such materials that are insulting, demeaning, or offensive to the Good Spirit School Division, its employees or its affiliates, or that are deemed objectionable by the Good Spirit School Division in that their content might damage the Good Spirit School Division's reputation will violate this procedure.
 - a. Employees must not include any information which the Good Spirit School Division deems sensitive or confidential information related to the Good School Division.
 - b. Employees will ensure they never post criticism of—or share confidential information about—colleagues, students or the division.
4. All employees must recognize that they are legally liable for anything they write or present online. Employees can be disciplined by the division for commentary, content, or images that are defamatory, pornographic, harassing, or that can create a hostile work environment.

5. Employees should ensure they familiarize themselves with the social media site's privacy policy and activate the appropriate privacy settings.

School/Classroom Use:

1. If you are planning to use a social media site (ie Facebook, Twitter, Google+, YouTube, blogs, wikis, etc) as a teaching or communication tool in a classroom, Form 143-1 "Social Media Site Approval" must be completed and submitted to your Administrator for 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.
 - a. Once approval is granted, contact your Digital Learning Coach for support in the appropriate implementation of the social media site.
2. When you are using social media that will mention Good 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 Good Spirit School Division.
3. A Facebook page, a Twitter account or a blog (or other social networking site) may be used as a teaching tool in a classroom.
 - a. Student permission forms (Form 143-2) 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.
4. Respect copyrights. Don't post text, images or video created by someone else without proper attribution and/or authorization. If you have questions about usage of certain media, contact the Library Learning Coach.
5. You may not share confidential information about individual students, grades, or any other information that has not been publicly released by the school or Good Spirit School Division.
6. Schools and teachers are expected to comply with the terms of use of the social media site they are using in the school/classroom.
7. The use of any collected student information (ie 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.

Legal Reference: Cybertips For Teachers, Canadian Teachers Federation
Local Authority Freedom of Information and Protection of Privacy Act (LAFOIPP)

Forms Manual: Form 143-1 Social Media Site Approval
Form 143-2 Student Permission Form