

Social Media

Beautiful Plains School Division recognizes that social media has become an integral part of social life and digital communications technology has become a valued element in many curricular programs. The range of technology may go well beyond the division's infrastructure. The division also recognizes its obligation to teach and ensure responsible and safe use of these technologies.

General Social Media Use

With the increased uncertainty of individual privacy, the division requires all employees to be responsible for their behaviour in all digital environments. Employees are expected to serve as positive ambassadors for our schools and school division who serve as role models to students in our communities using all social media technologies-personal or divisional. Social media readers may view the employee as a representative of the schools and division. Therefore students and staff need to ensure the following:

- Use of any social media technology must comply with all laws including privacy, confidentiality as well as comply with all applicable division policies including the Workplace Safety Program Policy and professional code of conduct.
- Respectful and professional behaviour in all communications. Employees shall not use obscene, profane or vulgar language on any social media technology or engage in communications or conduct that is harassing, threatening, bullying, defamatory or that discusses or encourages same.
- Be aware that retweets, likes, favourites and any other online acknowledgement publicly are perceived by others as endorsements. These social media interactions need to be done with care.
- Responsibility for disclosure of confidential or private information including anything posted on social media technologies and may not post images without consent.
- Do not post images of students publicly without first receiving parent/guardian consent. Exceptions such as sporting events, concerts and other public events may apply.
- Responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behaviour or activity using these technologies. This includes acting to protect the safety of minors online.

Ownership

Any social media account set up by the teacher for the purpose of engaging students is property of the division and requires approval from the school principal. Users understand the division is able to determine and ensure compliance with the regulations. Teachers are not permitted to direct students to create personal accounts on public social media sites without authorization from the division and parents. Students and staff will be held

accountable for any information posted on any technology if it negatively affects the school, school division or others using division-owned or personal devices. Additionally, all information posted should be presumed permanently accessible by the general public. Teachers need to make students aware that anything they post can be viewed by others and remain accessible 24 hours each day. Students are bound by the school's code of conduct. The board determines what is considered conduct that is not appropriate. In the event of inappropriate social media conduct and use, disciplinary measures shall be taken up to and including termination or expulsion.

Approved: January 21, 2020