

ADMINISTRATIVE PROCEDURE 115

SOCIAL MEDIA

Background

Red Deer Catholic Regional Schools recognizes the use of social media as an effective tool to communicate with employees, parents, students and the greater community. Social media can be used to engage the school community and enhance student learning. The Division is committed to supporting social media to support instructional and professional development purposes. 21C learning is adapting to changing methods of communication and social media is a means of communication and collaboration to share information with stakeholders.

Guidelines

1. Employees must keep their outside interests and activities that include use of social media, outside the workplace.
 - 1.1 Employee online activity including postings on blogs and social media must not include content or commentary that negatively impacts the reputation of the Division.
 - 1.2 Division staff are personally responsible for all comments/information they publish online.
 - 1.3 FOIPP must be followed related to all written postings and use of photography.
2. Staff are permitted to use electronic social media sites to represent a school (including departments and sports teams) in coordination with the Communications Department.
 - 2.1 In cases where a user is directly or indirectly identified as an employee of the Division but is not authorized as per 2., the user profile or post must clearly state that said user is not representing the views of the Division.
 - 2.2 Division and school logos will not be used without permission from the school principal or Communications Department.
 - 2.3 All school-sanctioned electronic social media groups will have at least two members with administrative privileges. Approval from the school principal must be obtained before establishing a social media presence for the classroom or school.

2.4 All postings representing a school or Division activities must positively reflect the Division.

2.5 The Communications Department will have access to all social media groups.

3. Employees activity online including but not limited to blogs and social networking sites must not include sensitive or confidential information related to the Division or that identifies a student. Under FOIPP, this information has to be kept confidential.
4. A Facebook page, blog or other social networking site may be used as a teaching tool in a classroom.
5. All online correspondence between staff and students must be related to course work or school sanctioned clubs/teams/activities.
6. Division staff members must be aware that the ethical standards for teachers and other staff apply at all times whether in a traditional school environment or an online environment.
7. Copyright law must be followed and teachers must be sure to not plagiarize and to respect copyright on social media.