

SOCIAL MEDIA

Part of learning is adapting to the changing methods of communication. Engaging in digital environments can promote learning, teaching and collaboration for students, staff and parents. The very nature of Social Media introduces potential lack of personal control of content and dissemination of content. Due care and attention is required to safeguard privacy.

Definition

Social Media includes web-based and mobile technologies that turn communication into interactive dialogue. Some examples include but are not limited to: personal websites, micro-blogs, blogs, wikis, podcasts, digital images and video and other Social Media technologies.

Digital Citizenship is defined as the generally accepted behavior of responsible citizenship carried over to online environments and can be said to include, but not limited to, the following:

- Treating others with dignity and respect,
- Respecting the privacy of others,
- Respecting others by refraining from sharing information about them without their knowledge or consent,
- Respecting others by refraining from using profane or abusive language,
- Respecting others by refraining from posting or storing any content that contains sexual, racial, religious, or ethnic slurs, any other form of abuse, or that contains threatening or otherwise offensive language or pictures,
- Protecting your own personal information from unknown or non-understood online environments, agencies or individuals,
- Only engaging in online financial transactions with known agencies, and only then via secure means,
- Respecting others by refraining from actions that are malicious or harmful to them,
- Respecting copyright,
- Respecting and abiding by Canadian law, whether Federal, Provincial, Municipal or other statute,
- Respecting the laws or rules of any other state, international agency or organization with whom you interact,
- Ensuring you are authorized to access resources either inside or outside of the Division's network prior to accessing them,
- Refraining from sending files or messages designed to disrupt other computer systems or networks.

For a comprehensive overview of nine identified elements of Digital Citizenship please see http://www.digitalcitizenship.net/nine_elements.html

Procedures

1. Principals shall:

- 1.1 Ensure students, parents and staff are aware of the Division's expectations for responsible use of Social Media.
- 1.2 Encourage parents to communicate to school personnel any concerns they may have about inappropriate use of Social Media.
- 1.3 Ensure students, parents and staff are educated in the appropriate use of Social Media and the associated benefits and dangers of a public online presence.

2. Division staff shall:

- 2.1 Intervene quickly to enforce this Administrative Procedure once a violation is discovered.
- 2.2 Enforce the Administrative Procedure consistently.
- 2.3 Treat online bullying in the same manner as outlined in Administrative Procedure 160 – Safe and Caring Learning Environments for Students.
- 2.4 Ensure that appropriate consent has been received before posting student photos or other student-related content.
- 2.5 Ensure that posted content is consistent with the work performed for the Division. Staff are to act on the assumption that all postings are in the public domain.
- 2.6 Refrain from posting any comment or material that could be deemed unprofessional or contrary to the teachings of the Catholic faith.
- 2.7 Be responsible for moderating all content published on all Social Media technologies related to classroom work. Where Social Media is managed by teachers, they are responsible for monitoring for content that may identify students.
- 2.8 Many social media sites have age restrictions or require parental permission for underage student use. Teachers are responsible for checking the social media sites for age appropriate.

3. Personal Responsibility

- 3.1 All users are personally responsible for the content and / or information they publish online.
- 3.2 Online behavior shall reflect the same standards of honesty, respect and consideration used when meeting face-to-face.

- 3.3 Posted information must identify that the information is representative of the poster's personal views and opinions and not necessarily the views and opinions of the Division.
 - 3.4 Social Media is an extension of the classroom. What is inappropriate in the classroom is also deemed inappropriate online.
4. Copyright and Fair Use
- 4.1 All users must respect federal copyright and fair use guidelines.
 - 4.2 Hyperlink content must be appropriate and educationally beneficial or adhere to Administrative Procedure 153 – Advertising in Schools.
 - 4.3 External hyperlinks must be identified. Plagiarism is an academic offence.
5. Profiles and Identity
- 5.1 No identifying information about students is to be posted; for example, addresses or phone numbers are not to appear on Social Media sites.
 - 5.2 Where Social Media is managed by teachers, they are responsible for monitoring for content that may identify students.
 - 5.3 Pictures and images are to be appropriate.
6. Social Bookmarking
- 6.1 Sites that are bookmarked are in the public domain. The content of the bookmarked site is to be within the bounds of professional discretion.
7. Any use of Social Media accounts that are created by staff members for the sole purpose in their role with EICS, i.e. class Twitter accounts, class Facebook pages, class blogs, should not be used for personal matters.
- 7.1 Upon request, for these specific accounts, login information with written consent to access the account must be given to the Principal or the Supervisor.
 - 7.2 Prior to using Social Media accounts for Division/school/classroom purposes, please review the Division Social Media Guidelines (Appendix).

Reference: Section 12, 18, 20, 60, 61, 113 School Act
Administrative Procedure 400 - Catholicity Expectations of Teachers and Administrators
Administrative Procedure 401 – Staff Employment
Freedom of Information and Protection of Privacy Act
Personal Information Protection Act
Canadian Charter of Rights and Freedoms
Canadian Criminal Code
Copyright Act
ATA Code of Professional Conduct

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