

Board Of Education School District #33 (Chilliwack)

605.2 ADMINISTRATIVE REGULATION Social Media

The Chilliwack Board of Education (“Board” or “District”) recognizes the importance of providing employees with a clear understanding of the impact of using social media and its appropriate use. In an ‘online world’ the lines between public and private, personal and professional can become blurred. Even when employees are social networking on their own time, they may be identified as working for and sometimes representing the School District in their online communications.

The Board of Education recognizes the use of social media and networking as one means of communicating in the online world. However, it is also recognized that the inadvertent misuse of social media by employees has the potential to put the reputation of the School District and its employees at risk. The following regulation has been established to ensure best practices and mitigate both the School District and employees’ exposure to risk.

1. Definition

Social media is defined as any form of online publication or presence that allows end users to engage in multi-directional conversations in or around the content of the internet. Social media includes but is not restricted to, social networking, blogs, wikis, social bookmarking, podcasts, forums, content communities, email, and instant messaging, and texting (SMS or texting). Interactions with and through social media occur through the use of web browsers, specialized software on computers and mobile devices.

2. Guiding Principles

- Use good judgment. Reflect on the type of image or information to be conveyed. We are responsible for our online communications.
- As role models for students and a representative of the School District, we must ensure that our use of social networking, even on free time, does not reflect negatively on our professional reputation or that of the School District.
- Use only school sanctioned sites and tools or other school approved means of communicating online with students and parents. All communication with

students and parents should be formal, courteous and respectful and should pertain to school related matters.

- Respect the law in relation to online communications. Protect the confidentiality of information regarding students and their families. Ensure compliance with copyright requirements. Do not make comments online which are defamatory of others.
- Monitor all content posted to your personal social media accounts to ensure that it is consistent with your role in the School District and professional standards. Remove any material which is inappropriate or contrary to this regulation.
- Online activities must not interfere with job performance.
- Online communications should reflect the principles of honesty, respect, responsibility, and consideration of others.
- Do not disclose any confidential or personal information about students or their families in online communications. Do not post photographs or videos of students without the informed consent of the student and their parent(s).
- Social networking sites and online postings are not necessarily private. Never criticize students, other district employees or the School District on online sites.
- Use dedicated School District sites and tools for online communications with students and parents. Should staff wish to create other sites and/or use other online forums for communicating with students, that communication must be FOIPPA (Freedom of Information and Protection of Privacy Act) compliant, and approval from the principal must be attained. All sites and online forums for communicating must comply with this regulation and access must be appropriately restricted (e.g. to students assigned to your class or activity).
- Do not request or accept any students as 'friends' on social networking sites or interact with students on social networking sites for purposes not related to the delivery of the student's educational program.
- Do not exchange personal phone numbers, email addresses, or photographs with students.
- Avoid being tagged in any photos or videos without your permission and remove anything that could be considered inappropriate to your role in the School District.
- Avoid impulsive, inappropriate or heated postings. Remember that what is posted may be viewed and archived permanently online.

Adopted: September 16, 2014

Reviewed:

Revised: