



POLICIES AND PROCEDURES

POLICY: **Electronic Social Media**

SECTION C: Finance and Administration

SUB-SECTION: Learning Technologies

Date Approved: April 27, 2010

Dates of Amendment: May 10, 2011

Cross Reference: Acceptable Use of Information Technology Resources; Equity and Inclusive Schools

POLICY:

1. The Board recognizes the use of electronic social media by staff as a viable means to involve colleagues, parents, and students in academic dialogue.
2. The Board is committed to supporting staff use of electronic social media to interact knowledgeably and responsibly via the Internet.
3. The social media policy applies to blogs, personal websites, RSS feeds, postings on wikis and other interactive sites, such as, but not limited to: Facebook, MySpace, Blogger, Twitter, Instant Messaging, and postings on video or picture-sharing sites and elsewhere on the Internet.
4. The Board recognizes that teachers and other Board employees are role models. Parents entrust educators with the duty to educate their children. The Board recognizes that the use of the Internet and social media has the potential to affect this trust.

ADMINISTRATIVE PROCEDURES:

In accordance with the above-stated policy, Board staff will implement the following procedures:

1. **Interactions Representing the Ottawa Catholic School Board**

POLICY: **Electronic Social Media**

SECTION C: Finance and Administration

SUB-SECTION: Learning Technologies

- I. Unless given written permission from a principal or supervisor, staff are not authorized to use electronic social media sites to speak on behalf of the school, department, or Board;
- II. Personal sites and comments not related to the Ottawa Catholic School Board will clearly state that staff are not representing the views of the school, department, or Board.

2. Respect, Privacy, and Confidential Information

- I. Board staff will not disclose confidential student information or confidential school, department, or personnel records without first obtaining written consent from the principal, supervisor, or guardian for students under the age of 18 or from students aged 16 or 17 who have removed themselves from parental control;
- II. Board staff will not use electronic social media sites to be defamatory towards students, Board employees, or Board policies and procedures;
- III. Board staff will not engage electronically in behavior or comments that would reflect negatively on the school or Board's reputation;
- IV. Staff may be disciplined if their social media comments and posting, whether personal or school/Board related, result in a disruption to the school or Board environment; or negatively impact the staff's ability to perform his or her duties;
- V. Board and school logos will not be used without first obtaining permission from the school principal or supervisor;
- VI. Board staff will use only their own name, when participating in an online social media group for academic purposes;
- VII. Board staff will ensure that their online comments are respectful of Catholic values and adhere to the procedures as outlined in the Equity and Inclusive Schools policy;
- VIII. Board staff can be disciplined for electronic commentary, content, or images that are defamatory, pornographic, proprietary, harassing, or that create a

POLICY: **Electronic Social Media**

SECTION C: Finance and Administration

SUB-SECTION: Learning Technologies

negative work environment.

- IX. Board staff may use the Board network to access social media sites that are work-related; staff will not access personal social media sites during school/work hours;
- X. Board staff participating in social media activities will respect copyright laws, not only with respect to the content produced on the social media sites, but also to the software that enables it;
- XI. Board staff participating in social media activities acknowledge that all information posted to sites is subject to the provisions of the *Municipal Freedom of Information and Protection of Privacy Act*;
- XII. Principals and other supervisors may monitor employee use of social media and social networking websites.

3. Staff-Student Online Correspondence

- I. Principals will inform all staff that online correspondence between staff and students must be related to course work, or school-sanctioned clubs/activities;
- II. Principals will only approve school-based social media groups that include a staff member advisor;
- III. Principals will ensure that all school-sanctioned social media groups adhere to regular school code of conduct practices;
- IV. Principals will ensure that all school-sanctioned social media groups have at least two staff members with administrative privileges;
- V. Principals will inform staff members participating in school-created social media groups with students that the ethical standards for the teaching profession apply at all times, whether in a traditional school environment or an online environment;
- VI. Board staff will not be initiating or accepting “friend” invites from students

POLICY: **Electronic Social Media**

SECTION C: Finance and Administration

SUB-SECTION: Learning Technologies

unless the networking is part of an existing school course or school club structure and at least one other staff member has administrative access to the social media group.