

### FREQUENTLY ASKED QUESTIONS (FAQs) – SOCIAL MEDIA

#### 1. Overview

##### 1.1. Why is the District issuing guidance regarding social media?

- 1.1.1. Social media technology offers many educational benefits. The District is issuing this guidance to provide expectations of conduct and practices for employees to take advantage of this technology in a manner that encourages professionalism, responsibility, safety and awareness.

#### 2. Getting Started

##### 2.1. What if District employees are already using social media for either professional or personal purposes?

- 2.1.1. Professional social media use: District employees currently using social media for professional purposes are to examine whether their use aligns with Administrative Procedure 146 – Use of Social Media and this Appendix. Any use not consistent with these documents is to be altered or amended within a reasonable period of time. The Director of Information Technology will answer any questions or address any concerns during training and feedback sessions. If employees have linked their social media site to a personal email address, they are to transition the site to a professional email address.
- 2.1.2. Personal social media use: District employees who use social media for personal purposes will take steps to remove current District students, subject to the exceptions listed in the Administrative Procedure 146 – Use of Social Media, from those sites. Additionally, employees will review all of the Administrative Procedure 146 – Use of Social Media and this Appendix to ensure familiarity with the recommended practices.

##### 2.2. What are some types of common social media?

- 2.2.1. Blogs - Short for “web-logs”, these are sites that can function as ongoing journals with multiple entries. Typically, entries are categorized with “tags” for easy searching. Most blogs allow for reader comments. Examples: Blogger, Wordpress, TypePad.
- 2.2.2. Micro-Blogs - These blogs allow for shorter content posts, typically with a limited set of typed characters allowed. Micro-blogs can be used for status updates and to quickly communicate information to “friends” or “followers.” Examples: Twitter, Tumblr.
- 2.2.3. Networking - These sites allow people to connect with each other around common interests, pursuits and other categories. Examples: Facebook, LinkedIn, Ning.
- 2.2.4. Photo/Video - These sites allow people to share videos, images, slideshows and other media. Often these sites allow viewers to comment and share posted content. Examples: YouTube, Vimeo, Instagram, snapchat.

- 2.3. What are District employees who want to develop professional social media for their classroom, school, or office to do?
  - 2.3.1. Employees need to review Administrative Procedure 146 – Use of Social Media and Administrative Procedure 146 Appendix periodically to ensure that they are familiar with their contents and are aware of any updates.
  - 2.3.2. Employees need to research and familiarize themselves with the social media site they intend to utilize. For example, if the proposed professional social media use involves students, employees are required to review the social media site’s regulations and determine whether children under a certain age are allowed to use the site. In addition, employees are to, for example, understand the default privacy and viewing settings for the social media site. Where possible, it is recommended that employees establish group pages, rather than individual profiles, for educational purposes.

### 3. Monitoring

- 3.1. Who monitors professional social media sites and how frequently are they monitored?
  - 3.1.1. Professional social media sites may be reviewed or monitored by administrators or their designates, such as a webmaster, from time to time. Employees who decide to establish professional social media sites will advise administrators of the professional social media site they engage in and the school administrator may perform a review of their specific site.

### 4. Student Communication

- 4.1. Do these procedures apply to District students?
  - 4.1.1. These guidelines do not address student-to-student communication via social media.
- 4.2. How are District employees to respond to “friend” requests by current District students on their personal social media sites and accounts?
  - 4.2.1. If District employees receive a request from a current District student to connect or communicate through a personal social media site, they are to refuse the request. The following language is one suggested response:
    - 4.2.1.1. “Please do not be offended if I do not accept or respond to your request. As a District employee, the District’s Administrative Procedure 146 – Use of Social Media does not permit interactions with current District students on personal social media sites. If you do want to connect, please contact me through the school (or class) page at [insert link].”

### 5. Personal Use

- 5.1. May District employees using social media for personal use communicate with District colleagues?
  - 5.1.1. These procedures do not address communication between employees on personal social media sites. District employees who use personal social media are encouraged to use appropriate privacy settings to control access to their personal social media sites.

5.2. Why is it a recommended practice to have separate professional and personal social media sites and email addresses?

5.2.1. The reason for this distinction is to ensure separation between personal and professional spheres of online communication for District employees. In this context, this separation is intended to clarify that professional social media use and personal social media use are different. Professional social media is work related and may involve employee-to-student communication. Personal social media use is not work-related, and subject to certain exceptions noted in the procedures.

## 6. Feedback

6.1. May District parents, students and employees provide feedback on these procedures?

6.1.1. Yes. The District welcomes feedback regarding this Administrative Procedure and the Appendix. Because technology changes rapidly, the District plans to review and update its procedures as necessary. If you have any feedback or suggestions, please forward them to [SocialMedia@sd67.ca](mailto:SocialMedia@sd67.ca)

## 7. Parents

7.1. Will District parents be notified regarding their children's social media use for school-related activities?

7.1.1. Yes. District principals will notify parents and ask for their written consent when their child is invited to participate in professional social media activities and we will provide information describing the professional social media sites that will be available to their child. Parents who have questions or concerns about their children's use of social media for school purposes are to contact the Principal for more information.

## 8. Reporting

8.1. What are employees or District administrators to do when they discover or receive a report of inappropriate activity?

8.1.1. A District administrator who discovers or receives a report of inappropriate or questionable content posted on a professional social media site is to contact the Director of Instruction, Human Resources for assistance.

In addition, if other members of a school community find inappropriate material on a professional social media site, they are encouraged to report it to a District administrator or follow the process outlined in the Administrative Procedure 403 – Whistleblower Protection.

8.2. How can District employees determine what constitutes confidential information or personally identifiable student information that is not to be posted or disclosed?

8.2.1. If District employees have any questions about what constitutes confidential information or personally identifiable student information, they are to contact the Director of Information Technology.

Reference: Sections 8, 17, 20, 22, 65, 85 School Act  
Freedom of Information and Protection of Privacy Act  
School Regulation 265/89  
Canadian Charter of Rights and Freedoms  
Canadian Criminal Code  
Copyright Act

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Revised: