



## Social Media

### Background

KTCEA acknowledges that engaging in digital communications can promote learning, teaching and collaboration among students, staff and parents. Also, part of learning is adapting to changing communication technologies and platforms. Social media involves web-based, mobile technologies that revolve around interactive dialogue. Unfortunately, the nature of social media also means that a person cannot control content that may pertain to them, nor the distribution of that content.

### Guidelines

KTCEA promotes a safe and caring learning environment within its physical settings and in all staff and student interactions.

KTCEA expects that individuals will behave on-line as they would in person, that is with the highest standard of professional, moral and ethical conduct.

KTCEA is committed to maintaining user privacy and the security of user information as long as social media are used responsibly.

#	Procedure	Roles & Responsibilities
1.	Social media users are responsible for the content or information they post on-line and should be mindful that posted comments, information or images 1.1 will be public for a very long time; 1.2 should reflect a high degree of professional and personal integrity.	Users
2.	Posted comments or other communications referencing KTCEA objectives, decisions, personnel or operations must meet the highest standards for professionalism and respect. 2.1 Regardless of the platform, it should be assumed that comments are in the public domain and will remain so in the very long term.	Users
3.	Social Media use and behavior should reflect the principles outlined in AP 140C Digital Citizenship Agreement for Responsible Use of KTCEA Technology.	Users
4.	Entering into a personal or direct dialogue with a student or parent is strongly discouraged, such as 'friending' on Facebook. 4.1 Rather, utilizing a Facebook 'Group' mode or 'Fan Pages' are more appropriate social media tools to foster direct social media communication among involving students or parents.	Staff, Teachers

5.	All content accessed or transmitted on social media, notably photographs in particular, shall comply with and adhere to the 5.1 Freedom of Information and Protection of Privacy Act; 5.2 Canadian Charter of Rights and Freedoms; 5.3 Canadian Criminal Code; 5.4 Copyright Act.	Students, Staff and Stakeholders
6.	Content that identifies an individual, such as a last name, phone number or address, is prohibited on social media sites and in postings.	Students, Staff and Stakeholders
7.	Social media accounts created by staff for the purpose of their respective roles, such as class twitter accounts or class blogs, may not be used for personal or non-educational purposes.	Students, Staff and Stakeholders
8.	Breach of any provision of this Administrative Procedure is deemed to be a misuse of technology as set out in AP 140A Responsible Use of Technology - Students AP 140B Responsible Use of Technology - Staff, and is subject to disciplinary action as prescribed.	Students, Staff and Stakeholders

**Definitions:**

**Technology** means “KTCEA-owned electronic equipment, communications network and servers, devices and systems, email and social media accounts, digital programs and associated applications that are owned or licensed by KTCEA including any data and content therein, as well as any personal electronic equipment, devices or social media platforms that are used on or near KTCEA schools and facilities or on school days.”

**Social media** refers to “electronic access to and use of blogs, personal websites, RSS feeds, postings on wikis, micro-blogs, podcasts and other interactive sites, such as, but not limited to: Facebook, YouTube, Instagram, Blogger, Twitter, Instant Messaging, and postings on video or picture-sharing sites and elsewhere on the internet.”

**References:**

- Policy 3 – Respectful, Caring and Safe Schools and Workplaces
- Policy 13 – Technology and Student Information
- Freedom of Information and Protection of Privacy Act
- Canadian Charter of Rights and Freedoms
- Canadian Criminal Code
- Copyright Act
- AP 140A Responsible Use of Technology - Students
- AP 140B Responsible Use of Technology - Staff
- AP 140C Digital Citizenship Agreement for Responsible Use of KTCEA Technology

**Procedure Amendments and Updates**

The responsibility for updating and amending this procedure rests with the Associate Superintendent Facilities & Operations.