



DISTRICT PRACTICE 2750 USE OF SOCIAL MEDIA

DEFINITIONS

Social media Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content.

Electronic communications systems includes all electronic devices and related processes used for the purposes of transmitting, retrieving and storing of voice, data, or graphic images. These devices include but are not limited to computers, servers, local area networks, intranets, the internet, email systems, online conferences, chats, blogs, videoconferences, cell phones, digital cameras, video cameras, fax machines, electronic tablets, and handheld devices.

Digital citizenship is defined as appropriate, responsible behaviour with regard to technology use.

Digital footprint is the data trace or trail left behind by someone's activity in a digital environment.

Educational purposes are those purposes which directly support student learning as outlined in the prescribed learning curriculum mandated by the Ministry of Education and Child Care.

DISTRICT PRACTICE

1. RESPONSIBILITIES OF THE STUDENT

In accessing electronic communication systems and social media applications, it is expected that the student will:

- 1.1 Sign the Acceptable Use of Digital Technology form on an annual basis, in order to gain access to, use of the School District's electronic communications systems, and understand that compliance is a condition of access.
- 1.2 Demonstrate digital citizenship, both during and outside of school hours, by conducting all related activities in a responsible, ethical, legal, and respectful manner in accordance with the school's Codes of Conduct and the Acceptable Use of Digital Technology policy and district practice.
- 1.3 Practice safe online behaviour and report any inappropriate communication (e.g. distribution of information harmful to others or information regarding a potentially dangerous situation that may threaten the safety of others).
- 1.4 Protect access to their individual network accounts by the use of a private, personal password, ensure that their personal password is not shared, and agree not to use the password of any other individual.



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- 1.5 Respect the privacy of others (e.g. students, staff, parents and community members), including but not limited to, the sharing of photos, videos, and personal information, without informed consent.
- 1.6 When using technology students should not disclose personal private information without informed knowledge of the use of that information. Personal and private information of others will not be disclosed under any circumstances.
- 1.7 Ensure that personal use of electronic communications systems neither interferes with, nor distracts from, their learning or the learning of others.
- 1.8 Students must consider the potential consequences of what they post online. What students contribute leaves a digital footprint for all to see. Students should only post what they would want friends, peers, parents, teachers, or a future employer to see.

2. CONSEQUENCES

- 2.1 Using the School District network for purposes of electronic social media communication must be consistent with the terms outlined in this policy, the Acceptable Use of Digital Technology policy and district practice, and District and School Code of Conduct. Social media communication which violates these requirements may result in serious consequences including, but not limited to suspension from network access.

3. RESPONSIBILITIES OF THE STAFF

In accessing electronic communication systems and social media applications, it is expected that the employee will:

- 3.1 Practice safe online behaviour and report any inappropriate communication (e.g. distribution of information harmful to others or information regarding a potentially dangerous situation that may threaten the safety of others).
- 3.2 Employees should pay particular attention to the privacy settings for their personal social media page. They should also recognize that this does not create anonymity or guarantee that postings will not be shared more broadly and, as such, should adhere to School District policies.
- 3.3 Employees should not invite or accept invitations from students to participate as “friends” on any social networking platform (this is not intended to interfere with a parent/guardian’s rights to monitor the online activities of their own child).



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3.4 As a School District employee there is an expectation that staff act ethically and maintain the integrity, credibility, and reputation of the profession ([Professional Standards for BC Educators Standard 2](#)). As a result, solutions that work for consumers, private corporations or home use are sometimes not suitable for use within a School District. Staff shall never misrepresent themselves online and always respect the rights and property of others, including intellectual property rights.

4. CONSEQUENCES

Employees are responsible for their electronic communications and for any content that they publish/post online, whether under the employee's own name, an alias, or as anonymous, and must ensure that it complies with applicable laws, School District policies and practices.

Willful disregard for privacy and security may result in disciplinary action up to and including termination.