

USE OF SOCIAL MEDIA

Background

Northern Lights School Division (NLSD) strongly believes in the value of using educational technology to improve student learning. Social media platforms provide a contemporary learning and teaching environment that facilitates the sharing of resources, access to information, innovation, global communication and educational collaboration. NLSD recognizes that education takes place in and beyond the school community. Students and staff will be provided with the opportunity to access age appropriate educational resources at a global level, while maintaining the integrity of the Division's core values and policies. The Superintendent expects staff to model ethical and appropriate conduct, recognizing that what is posted online speaks to our character and reputation. Material that is posted should be considered permanent and can be viewed by anyone around the world. The Superintendent expects students and staff who use social media to use discretion in their public postings and to recognize individuals may be held accountable for their comments.

Personal use of social media or posts online by staff unrelated to division matters is not covered by this document, but may be governed by other policies or standards.

Procedures

With respect to posting material online, it is expected that:

- 1) Staff will follow division procedures on Computer Technology Use and Freedom of Information and Protection of Privacy. The same principles and guidelines that apply for staff regarding the appropriate use of technology will apply to activities of school staff and members online, including blogs, websites, wikis, user-generated video and audio and social networks.
- 2) Inappropriate references to the school or school personnel, students, parents or any other member of the school community, in a computer-related media, such as social networking sites, blogging, web pages or e-mail, represent a contravention of Board Policy or other Administrative Procedures.
- 3) Division staff who have, or plan to start, a personal blog or website which indicates that they work for the division should discuss any potential conflicts of interest with their immediate supervisor.
- 4) Electronic communication must not reveal confidential information about the school, or personal information about its staff, students, parents or other members of the school community.

- 5) Electronic communication must not be used to criticize or threaten students, parents or colleagues. Division staff must respect the privacy and the feelings of others.
- 6) Teachers who integrate social networking opportunities into their instruction must advise students of risks and appropriate online behavior, and, as far as is reasonably possible, monitor student activities online.
- 7) Division staff must show proper respect for the laws governing copyright and fair use of the copyrighted material owned by others.

Approved April 24, 2013