



---

## **ADMINISTRATIVE PROCEDURE 148**

### **SOCIAL MEDIA GUIDELINES**

#### **Background**

A social media administrative procedure is a corporate code of conduct that provides guidance to representatives of Grande Yellowhead Public School Division No. 77 (GYPSD) who engage in social media activities for either personal or professional reasons. Representatives include elected trustees, permanent or temporary staff, contractors, volunteers or students whose comments may be interpreted as those of the Division.

Through the use of social media accounts, the Division wishes to provide alternate communication tools to communicate with its stakeholder and thus aligns with its priority of improving internal and external communications. Social media is defined as various online tools enabling people to communicate and share information via the Internet.

There is inherent risk in the participation in all social media activities as actions are publically viewed on a world wide scale via the Internet. Individuals are cautioned that there is no expectation of privacy in regards to participation in social media accounts.

Access to all Division and school social media accounts are to be consistent with any acceptable use or network use agreements that the Division executes with its staff members, trustees and students, and this procedure is applicable regardless of whether social media activity occurs outside of regular school or work hours.

This administrative procedure strictly prohibits the violation of any laws, policies of the board, or professional obligations of any participants in the Division or individual GYPSD school social media accounts. Consequences of any breach of the procedure will vary with respect to students, volunteers, staff and trustees and any breach of copyright laws, Freedom of Information and Protection of Privacy Act, board policies regarding network use, reference to board code of conduct, student code of conduct, and professional obligations such as the ATA code of conduct could be, but not limited to: a loss of access privileges, loss of volunteer position, student discipline measures, employee disciplinary action including employment suspension or termination or any complaints to any professional bodies, or legal action, including criminal prosecution.

Social media accounts covered under this administrative procedure include, but are not limited to, Division and/or Individual School accounts set up under Facebook, Twitter, Instagram, FourSquare, Pinterest, YouTube, and LinkedIn. This also includes all accounts formed by school parent councils if the school name is included in the title of the account.

## Procedures

1. GYPSD division-wide social media accounts shall be administered and monitored by the Manager - Communication Services or an individual designated by the Manager - Communication Services.
2. Division approved school-based social media accounts shall be administered and monitored by the principal and at least one (1) designated staff member.
  - 2.1 All schools shall provide the Manager - Communication Services with a list of social media pages and sites in use as well as the names of those designated as administration of those sites.
  - 2.2 The Manager - Communication Services may request administrative status on any school-based social media account.
3. Account passwords should be changed on a regular basis by the school principal, or their designate, with the change communicated to all account administrators as well as the Manager - Communication Services or their designate.
  - 3.1 Account administrators are required to log off when editing of the account is completed.
4. Social media is intended to compliment GYPSD and school websites. Whenever possible, use accepted linking practices that can update social media sites when you update sections of your school's website.
5. Recommended updates for social media accounts include but are not limited to school news, sports event results, calendar of events listings, photos from school and extra-curricular events, items of educational or social interest links to newspaper stories; and good news or celebrations in regards to the school, students, staff or division.
6. All postings, including photos, are subject to applicable provincial legislation and Grande Yellowhead Public School Division FOIP policies or procedures at all times.
  - 6.1 Any names or pictures that are used need to have proper permissions granted prior to publication on any social media site.
  - 6.2 Users using social media shall comply with copyright laws.
  - 6.3 Social media accounts should be updated at least twice a week to keep the site engaging.
7. Account administrators and the Manager - Communication Services or designate, reserve the right to delete or remove any posting, photo, comment or mention that violates the policies of GYPSD or that is degrading, discriminatory, defamatory or offensive in any manner or brings the reputation of the Division into disrepute.
  - 7.1 All social media accounts must be monitored by account administrators and the Manager - Communication Services or designate, on a regular basis to ensure no inappropriate comments have been posted.

8. Trustees, permanent or temporary staff, contractors, volunteers or students with Division approved accounts shall set their privacy settings to the highest level of security.
9. Trustees, permanent or temporary staff, contractors, volunteers or students with Division approved accounts must identify themselves by name and status within the Division.
10. Comments or confidential information are not to be posted by trustees, permanent or temporary staff, contractors, volunteers or students with division approved accounts on anything related to legal matters, subjects deemed controversial, division policy/procedures, contractual matters, or a crisis situation. If in doubt about information to be posted, users are to err on the side of caution by not posting and checking with the Division's Privacy Coordinator and/or Manager – Communication Services.
11. Trustees, permanent or temporary staff, contractors, volunteers or students with Division approved accounts are personally responsible for the content published online through social media.
12. Division approved social media accounts shall include the following disclaimers on their sites for purposes of transparency and accountability to our stakeholders:

*Grande Yellowhead Public School Division values open, two-way conversation to foster a collaborative and effective engagement process with our stakeholders. Our official social media accounts provide forums for respectful discussions related to education and to share and celebrate relevant stories, events and other information.*

*Ensure that posts are respectful of our GYPSD community and are consistent with our policies and procedures. Individuals who do not follow the guidelines below will have their posts removed, and/or be blocked from the sites:*

1. *Obscene, racial or disrespectful comments or posts will not be allowed.*
2. *Comments that are abusive, hateful or intended to defame anyone or any organization will not be permitted.*
3. *Users participate at own risk, taking personal responsibility for comments, username and any information provided.*

*Grande Yellowhead Public School Division also reserves the right to delete comments that are spam or advertising; are clearly off-topic or disruptive; advocate illegal activity; promote particular services, products or political organizations; infringe on copyrights or trademarks; and violate any GYPSD board policies and/or administrative procedures.*

*The comments and posts expressed by fans on our social media accounts do not necessarily reflect the opinions and/or position of the GYPSD Board or its employees.*

13. Staff members that are responsible for the administration of social media accounts on behalf of a GYPSD school or division account will endeavor to respond to public requests

for information within a timeline consistent with the type of social media platform that the request was received on.

- 13.1 Responses to questions posted online may be provided directly to the individual who made the query rather than online if deemed more appropriate.
- 13.2 For transparency and engagement purposes, all discussions on GYPSD school or division social media accounts will not be retracted or moved from the public site unless said posts are in violation of divisional policies or administrative procedures, or are degrading, discriminatory, defamatory or offensive in any manner in nature.
- 13.3. Reasons for a removal of a post or discussion may be done at the Manager Communication Services' discretion with an acknowledgement noted of why the retraction was necessary.
- 13.4 Misleading or inaccurate information about the division will be acknowledged and corrected where required.

Reference: School Act (safe & caring schools)  
Freedom of Information and Protection of Privacy Act (disclosure)  
Policy 1 – Division Foundational Statement  
Policy 2 – Role of the Board  
Policy 3 – Role of the Trustee  
Policy 4 – Trustee Code of Ethics  
Policy 5 – Role of the Board Chair  
Policy 6 – Role of the Vice Chair  
Policy 12 – Role of the Superintendent  
Administrative Procedure 150 – Media Relations  
Administrative Procedure 160 – Health and Safety of Students and Staff  
Administrative Procedure 175 – Harassment and Abuse of Students and Staff  
Administrative Procedure 180 – Freedom of Information and Protection of Privacy  
Administrative Procedure 190 – Copyright  
Administrative Procedure 205 – Controversial Issues  
Administrative Procedure 310 – Safe and Caring Schools  
Administrative Procedure 489 – Manager Communication Services

Developed: May 7, 2014  
Amended: February 1, 2017