POLICY:	Electronic Social Media	#	511
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APPROVAL/REVISION DATE:	EFFECTIVE DATE:	REVIEW DATE:
October 7, 2024	October 8, 2024	October 2029

CROSS REFERENCE:	Policy 406: Internet and Electronic Communication Policy 508: Equity and Inclusive Education Policy 703: School Code of Conduct Policy 821: Board Personnel - Code of Conduct Policy 511: Electronic Social Media Policy 723: Personal Mobile Devices

A: POLICY

1. This Social Media Policy applies to all social networking technologies/sites including, but not limited to Facebook, blogs, personal websites, Twitter, Instagram, Snapshot, postings on wikis and other interactive electronic social media sites, and posting video or picture-sharing sites such as Flickr and elsewhere on the internet.

2. The Thunder Bay Catholic District School Board has, further to Ministry of Education PPM 128, restricted access to all social media platforms on school networks and school devices.

3. Social media platforms may only be used by students for educational purposes, at the direction of an educator.

B: GUIDELINES

4. Prohibited Communications on Social Media

4.1 Staff are not authorized to communicate on personal social media sites or public social media sites on behalf of their school, their department or the Board unless given prior written permission by their principal or supervisor.

5. Respect, Privacy and Confidential Information

5.1 These guidelines apply to use of permitted social media on Board devices and school networks, as well as to use of social media on personal devices and non-school networks.

5.2 Board staff will not disclose, post or republish student information or pictures, or school, department, Board or personnel information or records without first obtaining written consent from the principal, supervisor, or guardian for students under the age of 18 or from students aged 16 or 17 who have removed themselves from parental control.

5.3 Board staff will not post communications on electronic social media sites which defame students or Board employees or which denigrate Board policies or procedures;

5.4 Board staff will not engage electronically in behaviour or comments that would reflect negatively on the school, students, staff or Board's reputation;

5.5 Staff must refrain from social media comments and posting, whether personal or school/Board related that will result in a disruption to the school or Board environment, or negatively impact the staff's ability to perform his or her duties;

5.6 Board and school logos will not be used without first obtaining permission from the school principal or supervisor;

5.7 Board staff will use only their own name when participating in an online social media group for Board based academic purposes;

5.8 Board staff will ensure that their online comments are respectful of Catholic values and adhere to the procedures as outlined in the Equity and Inclusive Schools Policy;

5.9 Board staff must refrain from electronic commentary, content, or images that are defamatory, pornographic, harassing, or create a negative work environment;

5.10 Board staff may use the Board network to access social media sites that are work-related. Board staff may not access social media platforms on school networks or on Board devices unless it is being used for educational purposes.

5.11 Board staff participating in social media activities will respect and comply with all applicable laws including, but not limited to, copyright laws, not only with respect to the content produced on the social media sites, but also to the software that enables it while using Board issued computers/iPads.

5.12 Board staff participating in social media activities acknowledge that all information posted to sites is subject to the provisions of the *Municipal Freedom of Information and Protection of Privacy Act*,

5.13 Principals and other supervisors may monitor employee use of social media and social networking websites on school based or school related social media sites.

6. Staff-Student Online Correspondence

6.1 Online correspondence between staff and students must be related to course work, or school-sanctioned clubs/activities and must solely occur on school-sanctioned social media groups;

6.2 Principals will only approve school-based social media groups that include a staff member advisor;

6.3 All school-sanctioned social media groups must adhere to regular school code of conduct practices;

6.4 All school-sanctioned social media groups must have at least two staff members with

administrative privileges;

6.5 Teachers participating in school-created social media groups with students must adhere to the ethical standards for the teaching profession at all times, whether in a traditional school environment or an online environment and whether on or off duty;

6.6 Staff participating in school related social media groups should adhere to the Appropriate Electronic Communication Guidelines for Staff, published by the Canadian Teachers' Federation and to the Professional Advisory; Use of Electronic Communication and Social Media, published in February 2011 by the Ontario College of teachers, available at www.oct.ca.

7. Reporting Suspected Violations of this Policy

7.1 Board staff are to immediately report known or suspected violations of this Policy. To do so, Board Staff must contact their supervisor, Principal, or School Superintendent, to disclose any allegation of a violation of this Policy.