

SCHOOL DISTRICT NO. 78 (FRASER-CASCADE)

POLICY

NO: 5070

DATE: 2013-12-06

REVISED: 2015-10-27

SUBJECT: **SOCIAL MEDIA**

The Board of Education for School District No.78 (Fraser-Cascade), (the "Board") recognizes that social media is a part of the social and educational environment in which students, teachers and schools are operating. The Board expects this policy and these regulations will provide guidance for employees and students to use social media in an appropriate and useful manner.

SCHOOL DISTRICT NO. 78 (FRASER-CASCADE)

REGULATIONS

NO: 5070.1 R

DATE: 2013-12-06

REVISED: 2015-10-27

SUBJECT: **SOCIAL MEDIA - Employees**

General

This procedure has been developed to provide employees with guidelines to understand the impact of social media and its appropriate use in order to ensure best practices and to mitigate both the School District's and employee's exposure to risk. Also [see Technology Usage and Access Policy #4050](#).

Social media includes but is not limited to: social networks, digital citizenship, digital footprint, internet, email, smartphones, devices, blogging, tweeting, wikis, podcasts, video casts, video, audio, media, social bookmarking, texting, postings through apps using mobile devices using iOS or Android operating systems and also including current top examples: Facebook, Twitter, YouTube, Vimeo, Edmodo, Google Drive, Google+, Google Hangout, Skype, Texting, Facetime, X-Box, PlayStation, and Minecraft.

1. Any use of social media related to work or school that involves students and/or School District employees must be of a professional rather than a personal nature and adhere to professional codes of conduct. Online activities must not interfere with the performance of an employee's duties.
2. Use of social networking websites and services must adhere to the [British Columbia Freedom of Information and Protection of Privacy Act \(FOIPPA\)](#) and the guidelines for teachers from the [BC Ministry of Education Teacher Regulation Branch \(TRB\)](#), particularly where issues related to personal information are concerned:
*Educators act with integrity, maintaining the dignity and credibility of the profession. They understand that their individual conduct contributes to the perception of the profession as a whole. Educators are accountable for their conduct while on duty, as well as off duty, where that conduct has an effect on the education system. Educators have an understanding of the education system in BC and the law as it related to their duties.*¹
3. Employees are responsible for ensuring that any use of social media with students complies with the specific social media terms of service agreement.
4. Personal information should be kept to a minimum and a disclaimer/permission slip must be signed by parents/guardians.
5. Anything posted in an official capacity will be perceived to be representative of the School District. All employees are encouraged to model an appropriate online presence and to exercise good judgment to ensure that postings do not reflect

¹ *Standards for the Education, Competence and Professional Conduct of Educators in British Columbia*. Vancouver, B.C.: Ministry of Education, Teacher Regulation Branch, 2012. Print.

negatively on the employee's professional reputation or that of the School District. Employees should not speak on behalf of the School District or use School District logos on private social media sites unless specifically authorized to do so.

6. Employee online behaviour should reflect the School District values of respect, trust, integrity, communication, and teamwork. Social media is an extension of the workplace. What is inappropriate in the workplace is also inappropriate online including criticizing students, employees or the School District.
7. School District employees are responsible for the content they publish online.
8. Employees should monitor contributions to any site they create, administer or moderate.
9. Any use of social media that involves students must be focused on teaching and learning and not be linked to personal sites.
10. School District tools are to be used for online communication with students and parents/guardians. Content must be formal, courteous and respectful and relevant to school related matters. Should employees wish to create other sites and/or use other online forums for communicating with students, they must obtain approval from the principal.
11. School District employees who "friend" or invite students to their personal social media sites will do so appropriately in accordance with Policy #4050 - Technology Usage and Access.
12. Employees must respect and model copyright and fair use guidelines. A hyperlink citation to outside sources is required. Employees must not plagiarize and must also give credit where it is due. When using a hyperlink, employees must be sure that the content of the linked site is appropriate and adheres to district and provincial standards.
13. Employees should ask friends not to tag them in any photos or videos without their permission and remove anything that is not appropriate to the employee's role in the School District. Videos or pictures of workplace events should not be posted.
14. Employees who do not follow these terms and conditions may face disciplinary action.

SCHOOL DISTRICT NO. 78 (FRASER-CASCADE)

REGULATIONS

NO: 5070.2 R
DATE: 2013-12-06
REVISED: 2015-10-27

SUBJECT: **SOCIAL MEDIA – Students and Parents/Guardians**

General

The purpose of this regulation is to provide guidance for students and the parent/guardian community when participating in online social media activities.

Social media includes but is not limited to: social networks, digital citizenship, digital footprint, internet, email, smartphones, devices, blogging, tweeting, wikis, podcasts, video casts, video, audio, media, social bookmarking, texting, postings through apps using mobile devices using iOS or Android operating systems and also including current top examples: Facebook, Twitter, YouTube, Vimeo, Edmodo, Google Drive, Google+, Google Hangout, Skype, Texting, Facetime, X-Box, PlayStation, and Minecraft.

1. Students

- a) Student online behaviour should reflect School District values of respect, trust, integrity, communication, and teamwork at all times.
- b) Any school related use of social media must observe the terms or contract agreement of the online resource. A disclaimer/permission slip is required and must be signed by parents/guardians.
- c) 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/guardians, teachers, or a future employer to see.
- d) School related online activities are an extension of the classroom and subject to all school and district expectations. What is inappropriate in the classroom is also inappropriate online.
- e) Students must be safe online. Students should never give out personal information, including, but not limited to: last names, birth dates, phone numbers, addresses and pictures. Students should not share their password(s).
- f) Linking to other websites to support a student's thoughts and ideas is recommended; however students must be sure to read the entire article prior to linking, to ensure that all information is appropriate in a school setting.
- g) Students must do their own work. They must not use intellectual property without permission. It is a violation of copyright law to copy and paste other's thoughts. When paraphrasing another's idea(s), the sources must be cited.

- h) Pictures are protected under copyright laws. Students must verify that they have permission to use an image.
- i) Students must not intentionally misrepresent themselves or use someone else's identity.
- j) Students must report any content or behaviour that is not suitable in the school environment.
- k) Students who do not abide by these terms and conditions may face disciplinary action.

2. Parents/Guardians

- a) Classroom blogs and other social media are powerful tools that open up communication between students, parents/guardians, and teachers. The School District encourages parents/guardians to view and comment on classroom projects when appropriate.
- b) Parents/guardians are encouraged to allow their children to participate fully in all activities that involve teacher-monitored online learning environments. At times the completion and return of a release form will be required.
- c) Parents/guardians are encouraged to read and/or participate in social media projects.
- d) As partners in education, parents/guardians are encouraged to model appropriate online behaviour and monitor social media use at home.
- e) Parents/guardians participating in school-related activities must adhere to School District guidelines with regard to posting student photos and personal information.
- f) Parents/guardians should not distribute any personal information about other students participating in the social media project.
- g) Parents/legal guardians are encouraged to engage in collaborative opportunities to provide feedback to schools, the School District and the Ministry of Education.



PARENT/GUARDIAN SOCIAL MEDIA USAGE CONSENT

The School District acknowledges the importance of teachers, students and parents/guardians collaborating and learning in digital environments. It is also important that students, staff and parents/guardians use such tools in a safe and ethical manner. (See Administrative Regulation 5070.2 R: Social Media – Students and Parents/Guardians).

Teachers may use a variety of social media sites with students but are required to secure parental/guardian permission. Teachers will therefore provide a list of all services in the bottom section of this form, so that parents/guardians may consent for their child to participate in these social media activities.

Personal information will be collected by the School District for the above-noted purposes under the authority of Section 26 (c) of the [Freedom of Information and Protection of Privacy Act \(FOIPPA\)](#). If stored outside the country, information in your child’s account may be subject to the laws of foreign jurisdictions, such as the United States. If you have any questions about this collection, please contact your child’s teacher directly.

Consent

I understand that my child’s information will be disclosed, stored and accessed from outside of the School District and may also be stored and accessed from outside of Canada for the social media sites listed below. This consent will be considered valid from the date on which it is signed until the end of the school year. I also hereby acknowledge that I have read and understand the district’s Social Media Policy and Regulations (5070, 5070.1 R, 5070.2 R), as well as the policies related to Technology Usage and Access (#4050).

List of Social Media Services Accessed During Classroom Activities

Name of student or, if applicable, parent or guardian:

Signature of student or, if applicable, parent or guardian:

Date Signed: _____
(MM/DD/YYYY)