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POLICY

The Board of Education recognizes the benefits of student access to electronic and social media communication; however, the Board is also aware of the risks involved.

This policy is intended to provide a wide range of access to electronic communications systems for the purpose of supporting the goals, objectives, and activities as prescribed by the Ministry of Education and the School District (see Appendix A: Parent/Guardian Social Media Usage Consent, Appendix B: Acceptable Use Policy for Schools, and Appendix C: Social Media Guidelines Resource).

While the intent of the Board is to enhance educational opportunities for staff, students, and parents, the Board also remains committed to responsible digital citizenship and to minimizing the risks associated with the use of electronic communications systems and access to social media.

Definition: Social Media

Social media represents a form of communication involving websites, applications and virtual arenas that enable users to create and share content online and participate in social networking. Social Media may include (although is not limited to):

- social networking sites (e.g. Facebook, LinkedIn, Twitter, Snapchat);
- video and photo sharing websites (e.g. Instagram, YouTube, Flickr, Vimeo);
- live streaming platforms (Facebook Live, Periscope);
- blogs, including professional blogs and personal blogs;
- online news blogs hosted by media outlets including the social media comment sections;
- wikis and online collaborations (e.g. Wikipedia);
- forum discussion boards and groups (e.g. Google groups);
- podcasting;
- online multiplayer gaming platforms (e.g. World of Warcraft, Second Life);
- electronic messaging (including email, SMS and Whatsapp);



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SCHOOL DISTRICT NO. 78 (FRASER-CASCADE)

REGULATIONS

NO: 5070.1 R

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](#).

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. Personal information should be kept to a minimum and a Appendix A: [Parent / Guardian Social Media Use Consent form](#) must be completed.
4. 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 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.

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.

5. 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.
6. School District employees are responsible for the content they publish online.
7. Employees should monitor contributions to any site they create, administer or moderate.
8. Any use of social media that involves students must be focused on teaching and learning and not be linked to personal sites.
9. 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.
10. 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.
11. 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.
12. 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 social events should not be posted.
13. Employees who do not follow these terms and conditions may face disciplinary action.



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REGULATIONS

NO: [5070.2 R](#)

SUBJECT: **SOCIAL MEDIA – Students**

General

The purpose of this regulation is to provide guidance for students when participating in online social media activities.

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.

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REGULATIONS

NO: [5070.3 R](#)

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

General

School District #78 (Fraser-Cascade) ('SD#78') accepts that daily life today requires adapting to ever changing methods of communication. Appropriate use of Social Media by staff and students is clearly delineated in this Policy (5070).

As part of the SD#78 community, parents also have a responsibility to engage appropriately with Social Media that is connected to SD#78. To this end, we have developed the following guidelines to provide suggestions for parents when participating in Social Media activities, e.g. classroom blogs, SD#78 Facebook page, emails or any other Social Media platform(s) used by parents in connection with SD#78 either directly, or indirectly in circumstances where the school parent, staff member and/or student is identifiable.

We encourage parents to set and maintain high ethical standards in their use of social networking. Be respectful of the opinions of others. Your posts and comments should help build and be supportive of our community. Your online behaviour should reflect the same standards of honesty, respect, and consideration that you use in face-to-face interactions.

Remember your responsibility as a good digital citizenship role model for your children.

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SOCIAL MEDIA GUIDELINES FOR PARENTS

Guidelines

The following guidelines apply:

- You must adhere to the terms of use and site specific community standards of the relevant Social Media platform/website, as well as copyright, privacy, defamation, discrimination, harassment, other applicable laws and SD#78 policies;
- You must ensure that you do not use or disclose any confidential information, post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful;
- Disrespectful or offensive comments should not be made about staff, students, parents, or SD#78 in general. Parents should not comment on or forward unsupported information, e.g. rumours concerning SD#78, or comment or post material that might otherwise cause damage to SD#78 or a staff member's reputation;
- Be mindful that, by posting your comments and having online conversations etc. on social media sites you are broadcasting to the world. Even with the strictest privacy settings be aware that comments expressed via social networking pages under the impression of a 'private conversation' may still end up being shared into a more public domain, even with strict privacy settings;
- Parents should never discuss sensitive SD#78 matters with other parents using Facebook, blogs, and other social media outlets. As noted above when posting, even on the strictest privacy settings, parents should act on the assumption that all postings are in the public domain;
- Before posting photographs and/or videos, permission should be sought from the subject contained within said material. This is especially the case where photographs and/or videos include parents of students and/or staff members of SD#78. No photographs of students of SD#78 (with the exception of a parent(s) own children and where approved by the relevant parent(s) from time to time) are to be posted;
- Keep in mind it is suggested that staff members are not permitted to either make or accept invitations to or from parents to join Social Media sites;
- If you come across positive or negative remarks about SD#78 and/or its operations online that you believe are important, you are encouraged to share those posts with the School District who will consider such comments on a case by case basis;
- It is important to note that reports of cyber bullying and other technology abuses may result in notification to the RCMP or other relevant authorities where SD#78 is legally obliged to do so;
- We encourage parents to have frequent proactive discussions with your children around their use of technology, the internet, and social media application and how you expect that they will be used. You want your child to be able to actively come to you with any trouble they are having online.
- Encourage your child to report online behaviour to you that they feel is inappropriate or wrong when they come across it, and that you will support in a non-judgmental way.

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SOCIAL MEDIA PARENTS CHECKLIST

- Call a Digital Family Meeting – set rules and expectations for behaviour with technology
- Draft a Social Media Contract
- Have a central charging station (e.g. your room, kitchen table). Keep devices out of their bedrooms!
- Have your child write a paragraph about why they should have a phone or be able to download an “app”
- Set up their social media accounts with them
- Know their passwords! To build trust between you and your child keep a sealed envelope containing their passwords in a safe place in case of an emergency. This allows them to keep their passwords private
- Set limits on use of technology – if you meet resistance, remind them who pays for the phone or device
- Buy, use, and teach your child how to use a physical old fashioned alarm clock
- Set parental controls: Phone, Tablet, Computer
- Google yourself and your child. What is out there about you and your family?
- Review privacy settings on all social media accounts. Set Instagram as private!
- Check Instagram “DIRECT” mailbox and read the comment section of pictures and posts
- Explore strategies of what to do when a stranger talks to them online. Remind them that you won’t be upset and you just want them to be safe
- Ask your child what social media platforms are popular and why- show interest in order to open up dialogue and stay current with apps they could be using
- Actually read the privacy policies and terms of service with your child
- Discuss the difference between a healthy and unhealthy relationship
- Discuss both the positive and negative uses of social media
- Remind them of the permanence and public nature of all things shared electronically
- Discuss with your child the dangers of sharing intimate photos (sexting)
- Are location services turned OFF for camera and social media apps – do any of their posts have a geo-tag attached?
- Be mindful of and know what VAULT apps look like
- Put tape or band-aid on the laptop camera when not in use.
- Make strong passwords for all accounts and emails – that includes you as well !! Use letters, numbers, and special characters !@#%&*^
- Set up and be ready to use Find my iPhone or Android Device Manager
- Educate yourself – search online for anything you don’t understand
- Remember that your children are growing up online! Help guide them
- Encourage your child to create a positive digital footprint as they grow older
- Attend Social Media Information Sessions in the District

Related Policies, Procedures

- [Policy 4050 \(Technology Usage and Access\)](#)
- [Policy 5075 \(Media Consent\)](#)
- [FOIPPA](#)



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APPENDIX A

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 Regulation 5070.3:Social Media 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, 5070.1R, 5070.2R, 5070.3R), as well as the policies related to Technology Usage and Access (#4050).

List of Social Media Services Accessed During Classroom Activities

Name of student

Signature of Parent / Guardian (or, if an adult, the Student):

Date Signed: _____

(MM/DD/YYYY)

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APPENDIX B

Acceptable Use Policy For Schools

(This Policy is also included in the Administrative Handbook)

OUR SCHOOL recognizes that access to technology in school gives students, parents and teachers greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. We are committed to helping students develop 21st-century technology and communication skills.

To that end, this **Acceptable Use Policy** outlines the guidelines and behaviours that users are expected to follow when using school technologies or when using personally-owned devices on school premises.

- Students, parents and teachers are expected to follow the same rules for good behaviour and respectful conduct online as offline.
- Misuse of social media can result in disciplinary action.
- YOUR SCHOOL makes a reasonable effort to ensure students' safety and security online, but will not be held accountable for any harm or damages that result from misuse of social media technologies.

We encourage teachers, students, staff, and other school community members to use social networking/media (Twitter, Facebook, etc.) as a way to connect with others, share educational resources, create and curate educational content, and enhance the classroom experience. While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

We've created these social networking/media guidelines for you to follow when representing the school in the virtual world.

Please do the following:

Use good judgment

- We expect you to use good judgment in all situations.
- You must know and follow the school's Code of Conduct and Privacy Policy.
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

Be respectful

- Always treat others in a respectful, positive and considerate manner.

Be responsible and ethical

- If you are approved to represent the school, unless you are specifically authorized to speak on behalf of the school as a spokesperson, you should state that the views expressed in your postings, etc. are your own. Stick with discussing school-related matters that are within your area of responsibility.
- Be open about your affiliation with the school and the role/position you hold.

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Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly and to share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.
- Always be doing at least as much listening and responding as you do “talking.”

Don't share the following:

Confidential information

- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online “conversations” are never private. Do not use your birth date, address, and cell phone number on any public website.

Private and personal information

- To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.
- NEVER give out or transmit personal information of students, parents, or co-workers
- Don't take information you may receive through social networking (such as e-mail addresses, customer names or telephone numbers) and assume it's the most up-to-date or correct.
- Always respect the privacy of the school community members.

Please be cautious with respect to:

Images

- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- You may use photos and video (products, etc.) that are available on the school's website.
- It is generally not acceptable to post pictures of students without the expressed written consent of their parents.
- Do not post pictures of others (co-workers, etc.) without their permission.

Other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources. However, the school is ultimately responsible for any content that is shared. Don't blindly repost a link without looking at the content first.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They actually serve a purpose and protect you and the school.
- When using Twitter, Facebook and other tools, be sure to follow their

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printed terms and conditions.

And if you don't get it right:

- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.
- Apologize for the mistake if the situation warrants it.
- If it's a MAJOR mistake (e.g., exposing private information or reporting confidential information), please let someone know immediately so the school can take the proper steps to help minimize the impact it may have.

Netiquette

- Users should always use the Internet, network resources, and online sites in a courteous and respectful manner.
- Users should also recognize that among the valuable content online is unverified, incorrect, or inappropriate content. Users should use trusted sources when conducting research via the Internet.
- Users should also remember **not to post anything online that they wouldn't want parents, teachers, or future colleges or employers to see**. Once something is online, it's out there—and can sometimes be shared and spread in ways you never intended. If you see a message, comment, image, or anything else online that makes you concerned for your personal safety, bring it to the attention of an adult (teacher or staff if you're at school; parent if you're using the device at home) immediately.
- Users should never share personal information, including phone number, address, social security number, birthday, or financial information, over the internet without adult permission.
- Users should recognize that communicating over the internet brings anonymity and associated risks, and should carefully safeguard the personal information of themselves and others.

Cyberbullying

Cyberbullying will not be tolerated. Harassing, dissing, flaming, denigrating, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying. Don't be mean. Don't send emails or post comments with the intent of scaring, hurting, or intimidating someone else.

Engaging in these behaviors, or any online activities intended to harm (physically or emotionally) another person, will result in severe disciplinary action and loss of privileges. In some cases, cyberbullying can be a crime. Remember that your activities are monitored and retained by others.

Examples of Acceptable Use

I will:

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- Follow the same guidelines for respectful, responsible behavior online that I am expected to follow offline.
- Treat social media carefully, and alert staff if there is any problem with their operation.
- Encourage positive, constructive discussion if allowed to use communicative or collaborative technologies.
- Alert a teacher or other staff member if I see threatening/bullying, inappropriate, or harmful content (images, messages, posts) online.
- Be cautious to protect the safety of myself and others.
- This is not intended to be an exhaustive list. Users should use their own good judgment when using social media

Examples of Unacceptable Use

I will **not**:

- Use social media in a way that could be personally or physically harmful to myself or others.
- Engage in cyberbullying, harassment, or disrespectful conduct toward others—staff or students.
- Try to find ways to circumvent the school’s safety measures and filtering tools.
- Use language online that would be unacceptable in the classroom.

This is not intended to be an exhaustive list. Users should use their own good judgment when using social media.

Limitation of Liability

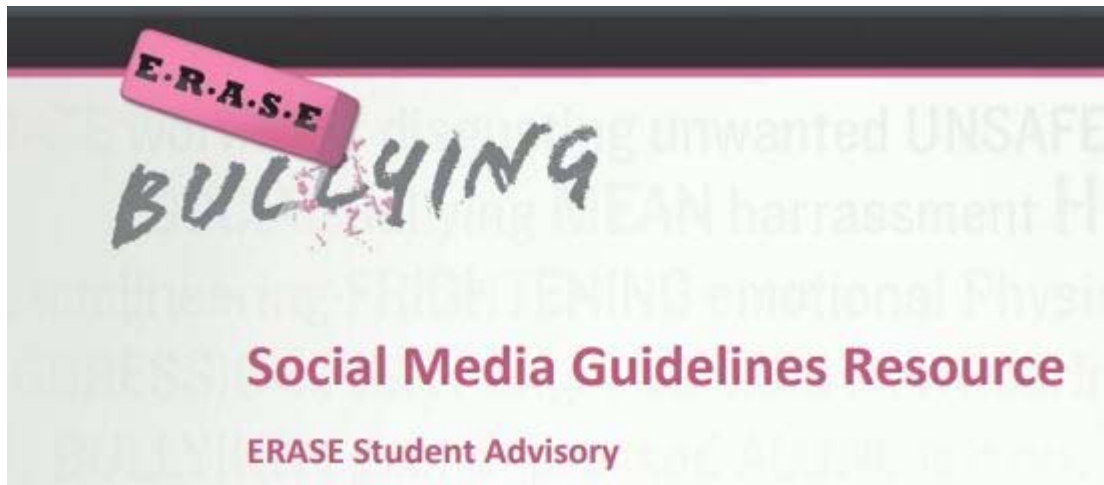
YOUR SCHOOL will not be responsible for damage or harm to persons, files, data, or hardware.

Violations of this Acceptable Use Policy

Violations of this policy may have disciplinary repercussions, including:

- Suspension of volunteer privileges
- Removal from positions of leadership within YOUR SCHOOL.
- Removal of student from YOUR SCHOOL.
- Additional consequences determined by Administration.

Students and Employees must sign District forms (See [Policy 4050 – Technology Usage and Access](#))



https://www.erasebullying.ca/assets/pdf/social_media_guidelines.pdf