

Kelsey School Division Box 4700 The Pas, Manitoba R9A 1R4	Code: IJNDA
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SOCIAL MEDIA

A. Definitions

“Social Media” Any method of communication through the internet that may be viewed by others, including but not limited to Facebook, MySpace, GooglePlus, Twitter, LinkedIn, Flickr, blogging, websites, etc.

“Cloud” Internet accessible storage or internet accessible workspace available through a web browser or application which allows a user to store information outside the Kelsey School Division or on the School Division network.

“Email” Electronic messages sent via the internet among users.

B. Ownership

Any approved social media account set up by a teacher or staff member for the purpose of engaging students is deemed to be the property of the Kelsey School Division and governed by its policies.

C. Security

In order to ensure the security of the site, the teacher shall:

1. Select a secure password.
2. Upon request, grant the principal access to the site, including full read/write access.
3. Under no circumstances give the password to a student.

D. Personal Use

1. Social media accounts established by the teacher and used for school purposes shall be separate from personal social media used by the teacher, and not used for personal communications.
2. The teacher shall not accept friend requests or make use of personal social media accounts when interacting with students and/or parents.

E. Student Access

1. A student under the age of 18 years shall only subscribe to a school social media site with the permission of his/her parent or guardian.

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2. Before becoming a member of a teacher's social media site, the student must return a signed contract and, if under age 18 years, the contract must be signed by both the student and his/her parent or guardian.
3. Staff shall ensure students are not exposed to inappropriate material or communications in their use of school-based social media.

F. Record Keeping

The teacher shall ensure that all communications on the social media site are logged and recorded. The teacher shall not delete or otherwise tamper or interfere with communications on the site. In the event that the teacher finds that a communication breaches the rules of behaviour, the teacher may suppress the communication, but must keep a record of the communication for investigation and possible discipline.

G. Acceptable Conduct

All users of social media shall treat the social media virtual site as an extension of the school that is accessible 24 hours per day, seven days a week.

1. Students shall be bound by the student conduct policy, and the harassment policy of the Kelsey School Division.
2. Teachers and staff shall be bound by their professional ethics, the School Division harassment policy, and respectful workplace policy. They shall model ethical and appropriate online behaviour. Teachers shall communicate in a professional manner with students and parents, and shall not use email or texting to convey difficult messages.
3. What is published on social media reflects on the writer and the employer. Entries shall not violate current laws, School Division policies, or presume to speak on behalf of the school or the Kelsey School Division.
4. For staff, the consequences of a breach will be dealt with under School Division disciplinary action, including termination of employment.

H. Privacy and Permanency

There is no expectation of privacy in relation to the use of social media sites. Any postings made to a social media site shall be presumed to be permanent. All users shall be aware that anything posted may be viewed by others, and may remain accessible by others from the site forever.