

## **USE OF SOCIAL MEDIA**

### **Background**

This administrative procedure is designed to provide all Good Spirit School Division employees with guidelines regarding the appropriate use of Social Media. This procedure is in place for the protection of privacy, confidentiality and interests of all employees and the Good Spirit School Division. Employees are ambassadors for the division and will conduct themselves online in a professional and positive manner. Violation of this procedure exposes the Good Spirit School Division to risks and legal liability and may result in disciplinary action up to and including termination.

### **Procedure**

1. All staff and students will follow division procedures on AP 140.
2. Staff and students are responsible for the content of all references made online and will be held accountable for material that reflects negatively on the school, students, staff, partners or on the school division.
3. Use of digital media must not reveal confidential information about the school, or confidential information about its staff, students, parents or other members of the school community.
4. Staff and student use of digital media must be in alignment with the GSSD foundational statements and
  - 4.1. must not be used to distribute communications, materials, information, data or images reasonably regarded as threatening, abusive, harassing, discriminatory, obscene, or in violation of or inconsistent with any board policy or administrative procedure.
5. Students and staff must ensure their online activity does not interfere with their roles and responsibilities.
6. Students and staff must ensure their online activity does not adversely affect the learning environment.
7. Division staff and students must show proper respect for the laws governing copyright and fair use of the copyrighted material owned by others.

Legal Reference: Cybertips For Teachers, Canadian Teachers Federation  
Local Authority Freedom of Information and Protection of Privacy Act (LAFOIPP)

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