

SOCIAL MEDIA

Background:

The Division recognizes the use of social media is a viable means to engage stakeholders for educational purposes. The Division supports staff use of social media to interact knowledgeably and responsibly.

Definitions:

Information Technology Asset (IT Asset):

includes all Division-owned equipment that is used in the acquisition, storage, manipulation, management, movement, control, display, switching, interchange, transmission or reception of data or information. This includes assets such as servers, computers, laptops, mobile devices, tablets, wireless networks, printers, copiers, fax machines, scanners, displays, projectors, audio systems, monitors, firewalls, routers, switches, memory devices and software. Although peripherals and consumables—for example keyboards, mice, web cameras and chargers—form part of the asset, they're not subject to asset control.

Social Media:

refers to a group of online applications and platforms that enable users to create, share and interact with content and other people in a virtual community.

- **Division Social Media:**

all Division, department, school or classroom-based social media accounts that are used to promote Division, school or student success, provide information to students or their families, or offer a platform for engaging the school community.

Terms of Reference:

refers to the requirements of use as outlined by the specific social media application.

Procedures:

1. Students will:
 - 1.1. not use social media on Division networks or devices as outlined in [Blocked Social Media Sites in Elk Island Public Schools](#) (Appendix 146-A);
 - 1.2. be allowed limited access to social media for educational purposes, as determined by the Principal;
 - 1.3. comply with [Administrative Procedure 140: Responsible Use and Securities of Information Technologies](#), [Administrative Procedure 145: Use of Personal Mobile Devices](#) and [Administrative Procedure 350: Student Code of Conduct](#) when accessing social media on their own networks or for educational purposes; and
 - 1.4. be subject to progressive disciplinary measures as outlined in [Administrative Procedure 350: Student Code of Conduct](#), Section 2, if they refuse to comply with

the Division's procedures for the use of social media as outlined in this Administrative Procedure.

- 1.4.1. Parents/guardians will be notified by phone or email if students violate Administrative Procedure 146.

2. Staff will:

- 2.1. not use their Division email account for any personal social media accounts;
- 2.2. use their Division email account when accessing or creating a social media account for use with any Division social media. In creating a Division social media account, staff will:
 - 2.2.1. request approval from their Principal or Director to create a social media account to be used for Division purposes;
 - 2.2.2. complete the [Social Media Account Request](#) (Form 146-1). Information required includes:
 - 2.2.2.1. intended purpose and audience;
 - 2.2.2.2. name of social media platform; and
 - 2.2.2.3. user account email address.
 - 2.2.3. not disclose confidential or personal information as defined by the *Freedom of Information and Protection of Privacy Act* without first obtaining written consent from the parent/guardian, or the student if age 18 or over. The posting of full names, addresses, pictures, videos and audio recordings that allow the identification of individuals must have signed consent as per [Administrative Procedure 180: Freedom of Information and Protection of Privacy](#); and
 - 2.2.4. follow the rules and expectations outlined in [Administrative Procedure 404: Employee Conduct](#).
- 2.3. not use social media to represent a school, department or the Division without permission of their Principal or Director;
- 2.4. follow [Appendix 518-A: Brand Identity Guide](#) when applying Division logos; and
- 2.5. not use personal social media during work time. Reasonable use of personal social media is permitted during break times.

3. Principals and directors will:

- 3.1. review and approve staff requests to use social media for educational or business purposes submitted through the [Social Media Account Request](#) (Form 146-1);
- 3.2. determine the intended use of Division social media, which may include:
 - 3.2.1. promotion of Division, school or student success;
 - 3.2.2. information to students and families—for example, time and place of extracurricular activities;
 - 3.2.3. engaging with the school community; or
 - 3.2.4. educational purposes.
- 3.3. ensure all Division social media accounts at their site abide by [Administrative Procedure 170: Welcoming, Caring, Respectful and Safe Learning and Working Environments for Staff](#), [Administrative Procedure 311: Welcoming, Caring, Respectful and Safe Learning Environments for Students](#) and [Administrative Procedure 404: Employee Conduct](#);

- 3.4. formally review and communicate Administrative Procedure 146: Social Media with staff, students and parents/guardians annually at the start of each school year—and as needed throughout the school year for all new staff and families who join the Division mid-year;
 - 3.5. restrict student use of social media platforms, as referenced in [Blocked Social Media Sites in Elk Island Public Schools](#) (Appendix 146-A), on school networks and devices; and
 - 3.6. follow progressive discipline measures as outlined in [Administrative Procedure 350: Student Code of Conduct](#) and contact parents/guardians when students are in violation of Administrative Procedure 146: Social Media.
4. The Superintendent will:
 - 4.1. maintain a list of all active Division social media accounts.
 5. Parents/guardians will:
 - 5.1. support schools in the administration of Administrative Procedure 146: Social Media and Ministerial Order 014/2024; and
 - 5.2. annually at the start of each school year—or as needed throughout the school year for all families that enrol in the Division mid-year—receive a form to confirm they have read and reviewed [Administrative Procedure 140 – Appendix B: Student Responsible Technology Use](#) and [Administrative Procedure 350: Student Code of Conduct](#) with their child.

Reference:

Section 31, 32, 52, 53, 196, 197, 222 Education Act
Ministerial Order 014/2024 – Standards for the Use of Personal Mobile Devices and Social Media in Schools

[Appendix 146-A: Blocked Social Media Sites in Elk Island Public Schools](#)