

<u>Social Media</u>	
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[Purpose](#)

The purpose of this policy is to establish the appropriate use of social media in our schools and workplaces as a communications vehicle to share pertinent information and engage stakeholders.

[Application and Scope](#)

This procedure applies to all staff and trustees who are interacting with students, parents/guardians, staff, trustees and members of the board, classroom, committee or social media channels and online platforms.

Maintaining Professionalism - Use of Electronic Communication and Social Media

Ontario Human Rights Code

Definitions

Digital Citizenship - users recognize the rights, responsibilities and opportunities of living, learning and working in an interconnected digital world, and they act and model in ways that are safe, legal

Social Media - social media refers to the use of web-based technologies (websites/blogs, platforms and/or applications) that enable users to communicate and share information online

Social Media Channels - an application, platform or networking site that enables online interaction: e.g. Facebook, Twitter, Instagram, Microsoft 365, etc.

Staff interested in creating or assuming a school/classroom/program/department social media account are advised to speak to their School Principal or direct supervisor before doing so.

Online social media activities will be approved by school or HCDSB staff. The School Principal and/or the Strategic Communications department reserves the right to address any activity that may negatively impact the school, HCDSB, or the students, staff and school community. The School Principal reserves the right to suspend or terminate an account.

do not include including a logo, school crest, emblem, tagline, or name that implies association with the school or HCDSB.

social media does not have the school/HCDSB logo or visual identity.

2. HCDSB Staff or Trustees on Social Media

In accordance with Church teachings, it is the policy of the HCDSB to provide in all its operations an environment which supports and fosters diversity, equity and inclusion within its Catholic community.

Every time a member of staff or trustee communicates, they share public opinion about themselves, their profession, their school or workplace setting, the Halton Catholic District - funded Catholic education.

and trustees should at all times maintain a sense of professionalism in online interactions,

maintain boundaries in formal and appropriate communication and professional boundaries in all online interactions in order to model digital citizenship to students and maintain public trust in the community. Any interaction that would be considered inappropriate in the classroom, school, or boardroom setting is prohibited.



It is the responsibility of an authorized member of staff to manage a school/program/department/HCDSB social media account.

Staff shall not share usernames, account credentials and passwords to these accounts with parents, members of the community, staff who are not account administrators).

The School Principal and/or direct supervisor should be provided with the account information for all school/classroom/program/department social media accounts.

It is recommended that school accounts be limited to Ontario Geographic locations as an additional measure of security, and to assist when administrators transfer locations.

Some social media channels may offer additional security. It is strongly recommended to set up two-step authentication, where available.

4. Privacy and Confidentiality

Safety and protection of privacy are overriding concerns with regard to information posted and shared online. Staff and trustees must always ensure they are adhering the Municipal Freedom of Information and Protection of Privacy Act, and all other applicable legislation.

Staff and trustees must ensure they protect the privacy and confidentiality of all stakeholders.

Staff and trustees are not permitted to disclose personal information related to students, parents, staff, trustees, etc.

Particular care must also be taken into consideration if there are custody or safety concerns related to children. Staff should be trained in the appropriate handling of privacy and

It is recommended that staff obtain verbal consent from adults over the age of 18 (staff, parents/guardians, volunteers, and trustees) during public meetings and public events in the community. As a courtesy to those involved, verbal consent must be provided before obtaining any photographs or video of adults. Staff are asked to remove any online photo or video if the affected person has requested that it be removed.

Verbal consent should be obtained from any adult whose photo, video, and/or work is posted on social media. Exceptions include photos taken at public events where there is no expectation of privacy.

5. Photos, Videos, and Student Work

Before posting student work (e.g., artwork, literature, performances, etc.), photo and/or

video from the parent/guardian, through the Family Information Consent Form. Permission must be granted for the current school calendar year.

video footage appearing on school and/or HCDSB websites and accounts.

There may also be events and activities throughout the school year that require additional

parents or outside of school events and activities may not be limited to their school, trips outside of school hours, third-party educational presentations and visits, etc.)

For more information, please contact your principal for further information and the requirements before posting photo/video content of students.

From time to time, parents/guardians may request some information be withheld from posting online (for example: their child's full name, school, or area of residence). Staff must handle "respect the wishes of the affected parent/guardian and their child. This is typically upon request, on a case-by-case basis.

6. Duty of Care

In terms of monitoring social media when a staff member has concerns about personal duty of care student identifies that he or she is in crisis.

All of the expectations and duties of adults to students with respect to conduct, responding to incidents, and discipline. The school will use progressive discipline through progressive discipline.

It is important for the safety of students and legal liability that we clearly state the supports that should and should not be expected through social media.

There is no expectation that a school, classroom, department or personal social media account will be monitored. It is important that this be communicated to all staff and students.

School accounts must have a social media disclaimer that defines when the account is monitored and what to do if help is needed.