

Administrative Procedure 146 – Responsible Use of Electronic Social Media

Background

The Division recognizes that the use of electronic social media is a viable means to enhance learning. The Division supports the use of electronic social media to interact knowledgeably and responsibly for this stated purpose. This procedure applies to all Division students, staff, and School Council representatives.

Definition

Electronic social media refers to electronic access to and use of blogs, personal websites, RSS feeds, postings on wikis and other interactive sites, such as but not limited to: Meta (Facebook, Instagram and WhatsApp), X, Threads, Snapchat, and postings on video or picture-sharing sites and elsewhere on the Internet.

Procedures

1. Interactions Representing the Division

- 1.1 Unless given written permission from a Principal or supervisor, a user is not authorized to use electronic social media sites to represent a school, School Council executive, department, or the Division.
- 1.2 In cases where a user has sought permission to represent a school, School Council, department, or Division, the user must identify themselves by name and as an employee of the Division or School Council executive.
 - 1.2.1 The signature “Clearview School Division” and/or the current Division logo needs to appear in the banner for blogs, etc., or in the profile page for social media sites like Twitter.
 - 1.2.2 Access and permission to use the Division’s logo can be granted by emailing the Superintendent.
 - 1.2.3 School logos are not to be used without first obtaining written permission from the Principal.
- 1.3 Any use of electronic media by a user must be consistent with the duty of loyalty each user owes to the Division and must not transgress any law or civil duty of care owed to the Division or any other person. Breach of this requirement will be considered to be conduct that is subject to action by the Division, and the Division will take such action as it considers is warranted.

2. Respect, Privacy, and Confidential Information

- 2.1 Users will not disclose confidential student information, images, or confidential school, department, or personnel records without first obtaining written consent from the Principal, supervisor, and the parent(s) for students under the age of eighteen

(18) who are not independent students, as defined in the *Education Act*, or without first obtaining written consent from the Principal, supervisor, and from a student eighteen (18) years of age or older who is an independent student as defined in the *Education Act*.

- 2.2 Users will not use electronic social media sites to be defamatory or harassing towards any person and will not espouse or support any position or opinion or statement that is contrary to Board policies and Division administrative procedures.
- 2.3 Users will not engage electronically in behaviour or comments that would reflect negatively on a school or the Division's reputation or the reputation of any person employed with or holding elected office with the Division.
- 2.4 Users may be disciplined if their social media comments and postings, whether personal or school/Division related, are not in compliance with this procedure or any other policies or procedures of the Division.
- 2.5 Users participating in social media activities will respect copyright laws, not only in relation to the content produced on the social media sites but also in relation to the software that enables them to operate.
- 2.6 Users participating in electronic social media activities acknowledge that all information posted to sites is subject to the provisions of the *Freedom of Information and Protection of Privacy Act* (FOIP) if that information falls within the ambit of the information protected by and governed by FOIP.

3. Staff-Student Online Correspondence/Interactions

- 3.1 Online correspondence between staff and students must be related to course work or school-sanctioned clubs/activities. Social media conversations between a staff member and a parent are subject to the provisions of this Administrative Procedure.
- 3.2 Private (non-school related) electronic messages between a staff member and a student, for any reason, are unacceptable.
 - 3.2.1 Staff will not exchange private texts, phone numbers, personal email addresses, videos or photos of a personal nature with students.
 - 3.2.2 Staff will not issue "friend" or "follow" requests to students and will decline similar requests from students on social media platforms.
 - 3.2.3 Staff will set appropriate restrictions to maximize privacy on their social media accounts, ensuring that students cannot view or post content.

4. Social Media Accounts

4.1 Clearview School Division is committed to ensuring full compliance with the Freedom of Information and Protection of Privacy Act (FOIP) regarding the use of student images and personal information. To ensure this compliance and streamline social media governance, the

Division will use **Class Intercom**, a centralized content creation and approval platform. Creators must have complete Training Level 1, while approvers must have Training Level 3.

4.2 The Principal holds ultimate responsibility for ensuring all published content adheres to FOIP legislation and aligns with parent/guardian permissions for student media use. Principals will inform staff members participating in school-created electronic social media groups with students that the ethical standards for the teaching profession apply at all times, whether in a traditional school environment or an online environment.

4.3 All school-sanctioned social media content must be created and submitted for approval through Class Intercom. This system will allow staff (and approved student users) to draft social media content, which must undergo a review and approval process **prior** to public posting.

4.4 Each school will configure its Class Intercom platform to include one or more content approvers, one of which will ensure all images comply with parental permissions regarding FOIP. With the implementation of Class Intercom's pre-posting approval workflow, content oversight will be managed at the platform level under the supervision of the school Principal.

4.5 The Division Communications Coordinator will oversee the administration of Class Intercom and maintain access to all school and Division social media platforms. Each school will operate **one consolidated social media account per platform** (e.g., Facebook, Instagram). Any additional accounts—such as a School Council-specific site (subject to a \$ 350 USD annual fee)—must also be connected to and managed within the Division's Class Intercom system and follow the established approval protocols.

4.6 Staff are prohibited from posting student images or identifiable student information unless:

- Explicit written consent has been obtained from the parent(s)/guardian(s) of students under 18 or from students 18 and over, **and**
- Approval has been granted through Class Intercom.

4.7 All requests to create official school social media accounts must still be submitted in writing to the Superintendent. All new accounts must be integrated into the Class Intercom platform and follow the Division's standardized publishing process.

4.8 Any breach of FOIP, unauthorized posting, or failure to follow these updated procedures may result in disciplinary action in accordance with Division policy and applicable legislation.

Reference: Section 31, 33, 52, 53, 68, 196, 197, 204, 222, 225 Education Act
Freedom of Information and Protection of Privacy Act
Personal Information Protection Act
Canadian Charter of Rights and Freedoms
Canadian Criminal Code
Copyright Act

ATA Code of Professional Conduct

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