

TRUSTEE USE OF SOCIAL AND DIGITAL MEDIA

The Board of Trustees believes that social and digital media can play an integral role when communicating with the public. Trustees should use sound judgment and due care when using social and digital media in any capacity.

Social and digital media use, whether personal or professional, are subject to the Code of Conduct—Trustees, Policy BCA—Board Member Code of Ethics, and Policy KE—Concern Protocol.

(1) Personal accounts:

- a. These accounts are used for personal engagement and should never be used for matters related to RETSD Board and/or Trustee business. Any inquiries related to the latter should be re-directed to the professional account/email.
- b. Trustees cannot use titles representing their Board roles on their personal accounts.

(2) Professional accounts:

- a. These accounts are used to engage as a Trustee and are separate from personal accounts.
- b. Trustees are not required to have a professional account.
- c. Trustees are responsible for managing their own account and are not permitted to use their RETSD email to create the account.
- d. Trustees are required to submit any professional social and digital media accounts to the Secretary-Treasurer upon their creation. The Secretary-Treasurer will share this information with the Chair of the Communications Committee.
- e. The Chair of the Communications Committee will be responsible for reviewing Trustee professional accounts on a regular basis and will bring any concerns to the attention of the Chair of the Board of Trustees.
- f. Posts or messages must comply with school division policies, regulations, and by-laws.
- g. Trustees are not permitted to use the RETSD logo, letterhead, Divisional images, or any other intellectual property of the Division on posts of their own creation.
- h. Trustees are permitted to share a divisional post or image in its entirety with their own message added; the post must not be edited.
- i. Trustees must refrain from expressing opinions and/or sharing information through social and digital media that would discredit, undermine, or compromise the integrity of the Board.
- j. Posts must be factual and ethical.



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- k. Posts may not contain confidential information or convey disagreement with motions passed and accepted by the Board.

Effective Date: November 19, 2024 Review Date:
Amended Date:
Board Motion(s): 255/24
Legal/Cross Reference: