

EMPLOYEE USE OF SOCIAL MEDIA-REGULATION

River East Transcona School Division acknowledges the boundary between its employees' private and professional lives. However, due to the potentially public nature of social media, employees are encouraged to adhere to the same high ethical standards when engaged in social media activities in their personal lives. It should be noted that personal accounts that are set as "private" do not ensure that content posted will remain private. This fact stresses the importance of care with posting on all social media accounts.

Divisional employees need to be aware of the various levels of social media use that exist. Furthermore, the divisional work-related expectations articulated below should serve as a guide for all social media account use.

- (1) Personal accounts – these accounts are for purely personal use and should never be used to interact with students or conduct work related correspondence. Staff need to be aware that off-duty conduct, even when not directly related to work, may be relevant to their suitability to carry out their employment functions. As such, staff should use sound judgment and due care when using social media while on and off duty.
- (2) Professional accounts – these accounts are used to engage in one's professional body of work but are not used with students. Examples of professional account use includes:
 - engaging in professional learning,
 - networking with colleagues, local and beyond,
 - communicating in an enhanced manner,
 - collaborating through social media,
 - engaging in research through social media.
- (3) School/Work-Related Accounts – these accounts are used by staff to carry out and engage in their work-related tasks. Employees who have been granted permission to engage in work-related social media must adhere to the expectations listed.

Work-related social media expectations:

- (1) Employees must obtain written permission from their administrator or immediate supervisor before engaging in work-related social media activities.
- (2) Employees, where applicable, must notify parents before using social media in the course of their employment as well cross reference IJND-E1 (Instructional Technology Use permission) and KDDB-E1 (media coverage and copyright permission).

EMPLOYEE USE OF SOCIAL MEDIA-REGULATION

- (3) Employees must have dedicated work-related social media accounts. Personal accounts shall not be used for work-related purposes.
- (4) Recognizing that usernames may not provide full transparency, employees must use their real name and identify that they work for River East Transcona School Division in any work-related social media accounts. They must also recognize that what they say on social media can be viewed as an official statement of the school division. A disclaimer that clearly states the views and opinions expressed are theirs alone and do not necessarily represent the official views of the school division should be included on the account.
- (5) Employees must protect confidential information. Employees who post shall be vigilant to not create a complete student profile on social media (minimally, the stipulations in KDDDB-E1 must be adhered to).
- (6) Employees must be honest, accurate, ethical and maintain professional boundaries in all messaging and posts.
- (7) Employees must express their online views respectfully. Posts shall be guided by the following attributes: care, cooperation, honesty, inclusivity, respect, responsibility, and equity.
- (8) Employees must show proper respect for the laws governing copyright by providing links to others' work rather than reproduce it.
- (9) Employees are expected to monitor these accounts with regularity for additions, deletions and responses.
- (10) Employees shall not use personal social media to establish friends or networks with students, parents and guardians. Employees shall refrain from having interactions with students, parents or guardians on social media platforms that are not dedicated to work related tasks.
- (11) Employees who make a factual error, must acknowledge it and correct it quickly.

Effective Date: December 15, 2020
Amended Date: 276/20
Board Motion(s):
Legal/Cross Reference:

Review Date: