



# Rolling River School Division

## ADMINISTRATIVE PROCEDURE

### GBCG – EMPLOYEE USE OF SOCIAL MEDIA

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#### **SOCIAL MEDIA USE: GENERAL**

Employees refers to all RRSD employees, contract employees, and the Board of Trustees.

The Rolling River School Division has a neutral position regarding an employees' decision to participate in the use of social media networks for personal use on personal time. However, the Division believes the line between professional and personal relationships is blurred within a social media context. As such, when employees choose to join or engage with Division students, families or fellow employees in a social media context that exists outside those approved by the Division, they are required to maintain expectation of conduct as Division employees and are responsibility for appropriate behaviour or activity on these networks.

#### **REQUIREMENTS**

Readers of social media networks may view the employee as a representative of the schools and the Division. As such, all employees will serve as positive ambassadors for our schools and be role models to students in our community. The Division requires employees to observe the following rules when referring to the Division, its schools, students, programs, activities, employees, volunteers, and communities on any social media network:

- An employee's use of any social media network and an employee's postings, displays, or communications on any social media network must comply with all Provincial and Federal laws and any applicable Division policies.
- Employees must be respectful and professional in all communications (by word, image or other means). Employees shall not use obscene, profane or vulgar language on any social media network or engage in communications or conduct that is harassing, threatening, bullying, libelous, or defamatory, or that discusses or encourages same.
- Employees must make clear that any views expressed are the employee's alone and do not necessarily reflect the views of the Division. Employees may not act as a spokesperson for the Division or post comments as a representative of the Division, except as authorized by the Superintendent.
- Employees must be aware that Retweets, Likes and Favorites are perceived by others as endorsements. These social media interactions are to be done with care.
- Employees will not disclose information on any social media network that is protected by privacy laws, confidential, or proprietary to the Division, its students, or employees.
- Employees will not use or post the Division logo or School logo on any social media network without permission from the Superintendent. Employees will not post

images on any social media network of co-workers without the co-workers' consent.

- Employees will not post images of students on any social media network without first ensuring that a parent/guardian has provided written permission as per the Print and Digital Media Release Form (Policy JPA/GBCG).
- The Division recognizes that student groups or members of the public may create social media representing students or groups within the Division. When employees choose to join or engage with these social networking groups, they do so as an employee of the Division. Employees have the responsibility for maintaining appropriate employee-student relationships at all times and have responsibility for addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online.
- An employee who is responsible for a social media network posting that fails to comply with the rules and guidelines set forth in this policy may be subject to discipline, up to and including termination. Employees are responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network.
- Employees will limit public access to any social media network in which they participate for personal use. Employees are advised to restrict students or parents access to any of their personal social media networks. Employees wishing to connect with staff and students using social media are advised to create and maintain a professional presence in addition to their personal presence on any social media network.
- As employees of the School Division, there is an understanding that employees are held to a higher standard of accountability and personal responsibility. Any social media network for which the employee is responsible for the content, publicly accessible or otherwise, must still comply with Division policies.
- The Division may view and monitor an employee's public website or weblog at any time without consent or previous approval. Where applicable, employees may be asked to disclose to the Division the existence of and to provide the Division with access to an employee's private website or weblog or other personal social media network as part of any investigation or disciplinary process.

## **SOCIAL MEDIA USE: AS AN INSTRUCTIONAL TOOL**

Rolling River School Division recognizes the value of teacher inquiry, investigation, and innovation using new technology tools such as social media to enhance the learning experience. The Division recognizes its obligation to teach and ensure responsible and safe use of these technologies.

Toward that end, the Division endorses and/or manages password-protected social media tools for e-learning and collaboration.

Teachers will only direct students to use accounts managed or supported by the School Division. Teachers wishing to employ social media networks in their classroom must also respect the Terms and Conditions as set out by the service. *(For example, as many of*

*these services are typically hosted in the United States of America, The Children's Online Privacy Protection Act (COPPA) guidelines dictate that students under 13 years of age*

## **EMPLOYEE USE OF PERSONAL ELECTRONIC DEVICES**

This policy applies to the formal school day and school-sponsored events such as intramurals, extracurricular activities, and field trips.

All employee personal electronic devices must be kept out of sight and turned off during instructional time, except with the knowledge and approval of the immediate supervisor as a relevant part of the employee's assignment.

The use of employee personal electronic devices that invade personal privacy or contribute to behaviour that is injurious to another will be addressed through the divisional Code of Conduct. Employees who use personal electronic devices to access, upload, download or distribute material on division network, that the School Division has determined objectionable will be subject to the provisions of the divisional Code of Conduct or other divisional policies. Where deemed appropriate, conduct that has been determined to be injurious or objectionable, may also be subject to disciplinary or legal action.

Employee use of personal electronic devices for unauthorized purposes or at unauthorized times may be subject to discipline, up to and including termination.

Rolling River School Division assumes no responsibility for the loss, destruction, damage or theft of any employee personal electronic device or for any communication costs associated with the unauthorized use of such devices. Employees are responsible for locating such lost or stolen items.

## **LEGISLATIVE REFERENCES**

- JG – Safe and Caring Schools
- AC – Respect for Human Diversity
- GBCD/JFA/KGB – Code of Conduct
- GBCH - Print and Digital Media Publication
- Manitoba School Administrative Manual, 2014  
Safe and Caring Schools: A Whole-School Approach to Planning for Safety and Belonging  
[http://www.edu.gov.mb.ca/k12/docs/support/whole\\_school/index.html](http://www.edu.gov.mb.ca/k12/docs/support/whole_school/index.html)
- Manitoba Public Schools Act  
<https://web2.gov.mb.ca/laws/statutes/ccsm/p250e.php> prevent interference and also prevent interference and also

**Date Adopted:** October 30, 2019