

## 1. Purpose

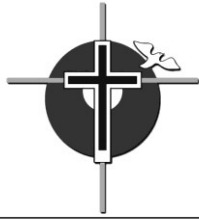
The Catholic District School Board of Eastern Ontario recognizes the use of electronic communications and social media by staff as a viable means to involve colleagues, parents, and students in academic dialogue. The Board is committed to supporting staff use of electronic communications and social media to interact knowledgeably and responsibly in its appropriate use.

This procedure outlines professional usage guidelines for schools, staff, and board employees regarding the use of video or chat software, email, blogs, personal websites, and posts on social media sites, such as, but not limited to: Facebook, Twitter, YouTube, Instagram, SnapChat, and associated instant messaging within these platforms, as well as creation of official affiliated accounts.

The Board recognizes that educators, board staff, and trustees are role models. Parents entrust the CDSBEO with the duty to educate their children; content posted on social media sites, along with other communications platforms, has the potential to affect this trust. It is necessary to provide guidelines that assist our staff in understanding the distinction between the private and professional use of social media. Our employees' off-duty conduct, even when not directly related to students, is relevant in maintaining public confidence.

## 2. Procedures

- i. Interactions Representing the Catholic District School Board of Eastern Ontario
  - a) Staff are asked to refer to and use the social media guidelines which provides an overview of requirements regarding social media use.
  - b) Professional social media accounts should be used to enhance classroom learning, promote school initiatives and success and engage positively with parents/guardians and the broader community for which our schools serve. Posts should remain positive and make a link to student achievement and well-being as much as possible.
  - c) Notify parents and your school administrator before using social networks for classroom activities.
- ii. Respect, Privacy, and Professionalism
  - a) Exercise responsibility, caution, sound judgement and common sense when using professional social media accounts in the classroom, school or on behalf of the Board.
  - b) Do not post comments or share material that would be inappropriate in the professional setting or would bring disrepute to colleagues, the school, the Board, Catholic education, or the broader



education sector.

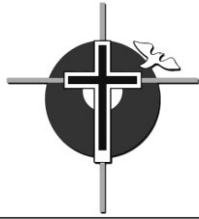
- c) When setting up professional social media sites, staff should responsibly consider the intended audience and the appropriate level of privacy.
- d) Accounts should include language and logos that clearly identify them as professional sites.
- e) Professional social media communications must comply with CDSBEO policies and applicable laws on the disclosure of confidential information, cyberbullying, student privacy, the use of threatening language and other Safe Schools concerns.
- f) Principals must securely maintain the administrative logins for school social media accounts.
- g) Principals must be aware of and maintain a list of social media accounts connected to their schools.
- h) Media inquiries received on school accounts should be referred to the CDSBEO Communications Department.

### iii. Staff-Student Online Correspondence

- a) Model the behaviour you expect to see from your students online.
- b) Teach students appropriate online behaviour and the proper use of comments and images.
- c) Maintain professional boundaries by communicating with students and others electronically at appropriate times of the day and through established education platforms and Board email.
- d) Avoid exchanging private texts, phone numbers, personal email addresses, videos or photos of a personal nature with students.
- e) Do not issue or accept “friend” or “follow” requests from students. Consider the privacy implications of accepting those requests from parents/guardians.

### iv. School Associated Social Media Accounts

- a) All schools must have generic official social media accounts managed by the school principal, or a designated employee at the schools. Other school associated social media accounts (ie; chaplaincy, athletics, department-based accounts) may be operated by relevant staff at the discretion of the school principal.
- b) Principals must maintain an inventory of all operational school-associated accounts.
- c) All school based social media accounts must have at least two staff members with administrative privileges on the account for security purposes. Two-factor authentication must be setup on all accounts using either a recovery email or cell phone number.
- d) Principals must notify the Communications Department of all school social media accounts in operation and provide the name and contact information for the individual who is responsible for managing each account.



v. Board Associated Social Media Accounts

- a) Authorization from the relevant central department lead must be obtained to operate a board department-associated social media account, and the Communications Department should be notified of any accounts in operation, including the name and contact information of the person who is responsible for managing each account.
- b) Board-based department leads are responsible for the use and maintenance of social media accounts representing their department.
- c) All department based social media accounts must have at least two staff members with administrative privileges on the account for security purposes. Two-factor authentication must be setup on all accounts using either a recovery email or cell phone number.

**Appendices:** Social Media Guidelines for Employees