

## USE OF SOCIAL MEDIA Policy C.2.O

Frontier School Division recognizes that social media is a valuable tool for enhancing instructional and professional practice. Social media assists in developing professional learning networks, disseminating relevant news, sharing of voices and engaging with stakeholders and community. The Division recognizes the importance of responsible digital citizenship. The Division supports the use of social media to interact for these stated purposes.

All social media posts, whether business or personal, are permanent and can be viewed by all and should, therefore, always maintain professional standards. Employees are expected to monitor their social media for mentions, posts or misinformation that could negatively impact the Division and/or community, and otherwise is considered a violation of this policy. Employees are required to address and/or report inappropriate activity on these networks. Employees should use sound judgement and due care when using social media while on and off-duty.

Adopted December 12-13, 2024		
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### 1. Purpose

- To outline responsible and appropriate use of social media within Frontier School Division.
- Teaching and learning environments continue promoting digital citizenship.

### 2. Application

- This policy and regulation applies to employees, students, parents, school committee/authority members/Trustees, volunteers, contractors, and guests to Frontier School Division.
- Students, employees and volunteers are reminded that social media during school hours should only be utilized for educational purposes.

### 3. Terms

- Social Media:** Websites and applications that enable users to create and/or share content or to participate in social networking.
- Cyberbullying:** Any form of electronic communication, including social media, text messaging, instant messaging, websites and e-mail, typically repeated or with continuing effect, that is intended or ought to reasonably be expected to cause fear, intimidation, humiliation or other damage or harm to another person's health, emotional well-being, self-esteem or reputation, and includes assisting or encouraging such communication in any way.
- Digital Citizenship:** Relates to the responsible, ethical and safe use of Information and Communication Technology (ICT) by students and employees as members of society and citizens of the global community.
- Human Rights Protected Characteristics:** This includes ancestry; nationality or national origin; ethnic background or origin; religion or creed; or religious belief, association or activity; age; sex, including sex-determined characteristics or circumstances, such as pregnancy, the possibility of pregnancy, or circumstances related to pregnancy; gender identity; sexual orientation; marital or family status; source of income; political belief, association or activity; physical or mental disability or related characteristics or circumstances; and social disadvantage.

### 4. Principles for Use of Social Media

Frontier School Division has five principles in regards to use of social media:

- Compliance** with Provincial and Federal Laws and any Division policies, including Professional Code of Conduct.
- Respect Confidentiality.** Communications should never contain confidential information. Employees may not disclose information on any social media network that is protected by privacy laws, confidential, or proprietary to the Division, its students, or employees.

- c. Be a **respectful, professional and responsible digital citizen**. The Division does not support cyberbullying or hate speech that is derogatory towards a group of people based on human rights protected classifications. Employees are to be professional on personal/professional accounts. This includes respectful dialogue with or about employees, students, parents and community. Defamation and slander will not be tolerated and may result in disciplinary action up to and including termination.
- d. Local posts have **global significance and are permanent**. Employees are reminded that all information posted on social media is accessible by the general public. Employees are discouraged from expressing views that bring harm to the reputation or credibility of the Division and/or community.
- e. **Accountability**: Employees are accountable for what they post online, whether written or re-posted content. Inappropriate conduct using social media may be investigated and subject to disciplinary action up to and including termination.

5. **References**

This policy is consistent with applicable Provincial legislation and Divisional policy including but not limited to those noted below as “information”.

- Information:
- [A.1.E Human Rights](#)
  - [C.2.1 Threat Assessment](#)
  - [C.2.K Respect for Human Diversity: Gender Identity and Expression](#)
  - [E.1.B.1 Staff Conduct](#)
  - [E.1.H Use of Information and Communication Technology \(ICT\) – Personnel](#)
  - [E.5.C Workplace Harassment and Discrimination Prevention, Investigation and Resolution](#)
  - [F.1.L Use of Information and Communication Technology\(ICT\) – Students](#)
  - [G.1.A A Safe and Inclusive Learning Environment](#)
  - [G.1H Reporting a Child in Need of Protection \(including Child Abuse\)](#)
  - [The Education Administration Act](#)
  - [The Public Schools Act](#)
  - [The Freedom of Information and Protection and Privacy Act](#)
  - [The Human Rights Code](#)
  - [The Privacy Act](#)
  - [The Protecting and Supporting Children \(Information Sharing\) Act](#)
  - [Safe and Caring Schools: A Whole School Approach to Planning for Safety and Belonging \(MB ED\)](#)
  - [Province of Manitoba – Human Rights and Reasonable Accommodations](#)

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