

# CONNECT CHARTER SCHOOL SOCIETY

Policy Title: **Use of Social Media**

Policy No. **4.10**

**RATIONALE:** A Charter goal is to enhance learning and teaching through the appropriate and effective use of technology. Connect Charter School recognizes the value of inquiry, investigation, and innovation using new technology tools to enhance the learning experience. Connect Charter School teaches and promotes the responsible and safe use of social media as a means to engage colleagues, parents, and students in student learning.

**POLICY:** The Board supports the use of social media in the performance of activities and duties associated with the school to interact for instructional and professional purposes.

## **DEFINITIONS:**

**Social Media Networks** are computer mediated technologies allowing for the creation and sharing of information, ideas, and other forms of expression via virtual communities and networks.

**Public Social Media Networks** include websites, blogs and vlogs, social networks, online forums, virtual worlds, and any other social media generally available to the public that do not fall within the school's computer mediated technology networks.

**Approved Password-protected Social Media Networks** are those that fall within Connect Charter School's computer mediated technology networks.

## **PRINCIPLES:**

1. This policy outlines the use of technology including computers, email, and the Internet.
2. All use of social media must comply with federal and provincial laws, the Student and Employee Codes of Conduct, and Connect Charter School's ethical standards.
3. Employees may not grant students access to any portions of their personal social networking sites that are not accessible to the general public.
4. Employees who participate in public social media networks may decide to include information about their work with Connect Charter School as part of their personal profile.

5. Employees must make clear that any views expressed on personal public social media networks are the employee's alone.
6. When using a Connect Charter official public social media account, employees are acting as a spokesperson for the school.
7. Employees may not disclose information on any public or personal social media networks that are confidential or proprietary to the school, its students, employees, or that is protected by data privacy laws.
8. Employees may post images of any co-worker with the consent of such co-worker.
9. Employees may not post images of students on public social media networks where parents have signed the Connect Charter School media exemption form.
10. Employees may not post any non-public images of the school premises and property, including floor plans.
11. It is understood that social media accounts, representing groups associated with the school, may be created. If an employee becomes aware of any social media activity which reflects poorly on the reputation of Connect Charter School, they must inform administration.
12. Employees are responsible for making a reasonable effort to address inappropriate behavior and activity with inherent risk to children on any social media networks.

First Reading            March 10, 2020

Adopted                 May 12, 2020