

MEDICINE HAT SCHOOL DISTRICT NO. 76

ADMINISTRATIVE PROCEDURES

TITLE: Social Media Guidelines: School Councils	POLICY REFERENCE: 570 Cyber Space and Technology Use Protocol
PROCEDURE CODE: 570 P 006	

STAKEHOLDERS

Internal

The internal stakeholders for Medicine Hat School District School Council Social Media Guidelines will be the School Council's Social Media Coordinator(s), School Council Chair, School Administration, the District's Communication Coordinator, Senior Administration and potentially the Board of Trustees.

External

External stakeholders are the schools and the parents of students within our District.

OVERVIEW

This document provides the guidelines for Medicine Hat School District No. 76 social media usage at the School Council level.

PURPOSE

The District understands students, parents and employees use technology to engage, communicate and connect with each other. As a District, we recognize that using social media will enable our teams, schools, teachers, and parents to develop stronger relationships with key stakeholders, and keep them informed in a timely manner. We acknowledge the freedom of opinion, discussion and sharing of information, and support interactions that reflect our vision. We also acknowledge the limitations that social media can have regarding privacy; the guidelines outlined below ensure we are respectful, responsible, accountable and professional in our use of social media.

GENERAL GUIDELINES

School Councils using social media platforms must do so in compliance with the general guidelines used by schools (570 P 005) as stated below:

- Users shall not disclose personal, sensitive or confidential information without prior written consent. Professionalism, privacy, transparency or respect must not be compromised. This falls in line with the Local Authority Freedom of Information and Protection of Privacy Act.
- All accounts will be used in a responsible, ethical and legal manner, appropriate to an educational setting.

- Social Media is intended to complement our schools' communications. All posts should be consistent and refer to "We" rather than "I" in communications.

School Councils engaged in, or planning to be engaged in social media, are to follow the Personal Information Protection Act (PIPA). Information about PIPA and school councils in Alberta is available on the [Alberta School Councils' Association website:](#)

PROCEDURES

1. Any social media site/account created and maintained by District School Councils is owned by the School Council and not by the Medicine Hat School District No. 76. The District's resources cannot be used to create and maintain these accounts.
2. School Councils should ensure their School Council passes a motion to create or develop a social media site/account prior to doing so.
3. A designate should be assigned to maintain content on social media sites.
4. It is recommended that comments are reviewed on a daily basis unless otherwise stated on the site.
5. The School Council Chair is responsible for the School Council's use of social media.
6. Confidentiality of students must be protected. This means that the full names of students, student photos and samples of their school work are not to be posted without written approval from the student's parent or guardian. In the case of an adult student, written approval can be given by the student.
7. School Councils that follow the guidelines specified here may provide a link on the District website to their social media site(s). If the guidelines are not followed or if District concerns have not been addressed within 24 hours of notification the District reserves the right to remove the link.

Proposed:
November 30, 2017

Approved: