Medicine Hat Public School Division
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MEDICINE HAT PUBLIC BOARD OF EDUCATION OPERATES AS MEDICINE HAT PUBLIC SCHOOL DIVISION,
AND FOR THE PURPOSE OF THIS DOCUMENT WILL BE REFERRED TO AS "MHPSD" AND/OR "DIVISION"

SECTION 500 – Personnel and Employee Relations

ADMINISTRATIVE PROCEDURE: SOCIAL MEDIA DIRECTIONS - STAFF, VOLUNTEERS AND CONTRACTED EMPLOYEES

PROCEDURE CODE:	*530 AP 009*
Policy Reference: 530 – Communications and Technology	

DEFINITIONS

1. Social Media
   Social media are cloud based applications that allow for a variety of content to be uploaded online and shared publicly. Social media is intended to support public communication, networking and content sharing. Social media activity includes, but is not limited to, sharing personal perspectives and experiences, uploading of video, picture, text, audio, blog to a variety of unrestricted outlets.
2. Stakeholders
   Internal: all Board members and staff
   External: volunteers, contracted employees

USAGE

The Medicine Hat Public School Division ("the Division") acknowledges the presence of social media and the importance of ensuring respectful and appropriate use of social media outlets to maintain a healthy and supportive environment.

The Division recognizes that social media outlets enhance communication, interaction and engagement between stakeholders. It is expected that staff, volunteers and contracted employees refrain from defamation, discrimination, harassment, the disclosure of confidential information and/or taking part in any activity that would reflect negatively on the Division and the staff when using social media for personal and professional purposes.

1. Personal Use
   Social media use on personal accounts, outside of work hours and off school property are subject to this policy and the procedures.

2. Privacy
   It is important to recognize that social media content exists in the public domain. Social media outlets are part of the public sphere; therefore, users are accepting full liability when participating on platforms.
3. Prohibited Use
   All social media conduct and content that cause the Division and the staff disrepute are prohibited and subject to disciplinary action at the discretion of the Superintendent or designate. The prohibited use of social media includes, but is not limited to:
   3.1. Content posted on social media that is defamatory, discriminatory, harassing, or contain confidential information of any Division staff and/or student.
   3.2. Participating in any on-line conduct that would reflect poorly on the Division and staff.
   3.3. Initiating or accepting "friend requests" or interacting electronically with Division students unless in a reasonable and legitimate course of educational initiatives.

   Division Board members and staff should be aware that content posted on social media may violate other Division policies. Some applicable policies may include, but are not limited to:
   - Policy 100 – School Division Vision, Mission, Values and Beliefs
   - Policy 412 – Access to Information
   - Policy 528 – Harassment
   - Policy 532 – Healthy Interactions
   - Policy 624 – Student Records

CONDUCT EXPECTATIONS

It is expected that Division staff act appropriately and respectfully when using social media outlets. No social media conduct or content will be defamatory, discriminatory, or reflect negatively on the Division and staff. The Division's social media policy closely relates to other Division policies; therefore, it is expected that users are aware of other policies that apply when participating on social media platforms. Social media users are participating at their own risk and will be held accountable for all actions and content posted on on-line accounts.
For 'tips' on social media conduct, reference the Alberta Teachers' Association: E-Liability.

VIOLATIONS OF POLICY

All conduct and content in violation of the guidelines outlined by this policy and procedure are subject to disciplinary action at the discretion of Superintendent or designate.
Disciplinary action and procedures will be in accordance with the contracts and agreements signed by each employee group, codes of conduct for employees and any violations as identified by law.

REFERENCES

Policy 100 – School Division Vision, Mission, Values and Beliefs
Policy 412 – Access to Information
Policy 528 – Harassment
Policy 532 – Healthy Interactions
Policy 624 – Student Records
Alberta Teachers' Association: E-Liability

Approved: December 3, 2018
Revised: _____