

Administrative Procedure 146 – Appendix C

Appendix C – SOCIAL MEDIA GUIDELINES FOR PRINCIPALS

Background

These guidelines aim to provide direction for Principals when authorizing the use of social media. Staff are not authorized to use social media accounts to represent a school (including departments, classrooms, sports teams, etc.) or create additional affiliated accounts (i.e. classroom or instructional accounts) without documented permission from their Principal.

Guidelines

Informed Students and Parents

1. At the start of the school year, parents and students should expect communication from the school and or teacher regarding the use of social media accounts and expectations for all students.

Additional Affiliated School Accounts

1. Prior to Principals providing approval for additional affiliated school accounts (such as an interactive/engagement classroom or instructional account), it is recommended that consideration is given to whether there is a redundancy or an existing account that could fulfill or accommodate the objectives set out.
2. If school-based social media accounts cannot fulfill or accommodate the objectives and specific needs required that an additional affiliated account may, it is recommended that an information plan be submitted to the Principal for consideration and approval.
3. School council and school fundraising societies are encouraged to work through existing school accounts to promote news, events, fundraising, etc.
4. Affiliated accounts shall be administered and monitored as described in “Staff Use, Account Administration and Monitoring” of the Administrative Procedure 146 - Social Media.
 - 4.1 All school-based and school affiliated accounts shall be administered and monitored by at least two Social Media Managers, including at least one School Administrator, as well as the BGSD Communications Coordinator.
 - 4.2 Social Media Managers must ensure that login credentials of school-based social media accounts are shared with the Communications Department.
5. The prime Social Media Managers of these social media accounts are responsible for regularly monitoring all content published on these social media accounts, for maintaining these accounts on a regular basis and for disabling these accounts once they are no longer required.
6. If a concern is raised about an additional affiliated account, the Principal will address any activity that may impact on the school, staff and students.
7. If staff have an additional affiliated account, such as a classroom account (i.e. Twitter) where they share important curricular information with students, students may follow the account. For learning purposes, staff need not follow their students; instead, staff can

encourage students to use tools like hashtags so that staff can follow their online conversations. These can be linked to a specific area of study.

8. Affiliated accounts should clearly state what school the account is affiliated with (e.g., Grade 3 WHPS Facebook Page not Wild About Learning Page, or Mrs. Smith's Class Page, etc.).
9. The following information is a suggestion of what should be included in a social media request to the Principal for an additional affiliated account.
 - 9.1 **Push/Broadcast Account** (one-way communication from account to audience or an information portal that is not interactive and does not allow for users to post comments or content, e.g., blogs, wikis) plans include:
 - 9.1.1 Social Media Manager(s)
 - 9.1.2 Proposed page/account name
 - 9.1.3 Description of site and content being shared
 - 9.1.4 Hyperlink
 - 9.2 The use of **Interactive/Engagement Classroom/ Instructional Accounts**, intended for everyday use, is discouraged. This accounts that allow for two-way communication between the account and audience, which allow users to post comments, questions, or content, (e.g., Twitter, Facebook, Instagram, Pinterest). Plans for consideration should include:
 - 9.2.1 Educational purpose and audience (class, subject area)
 - 9.2.2 Proposed page name and account username
 - 9.2.3 Description of site and content being shared
 - 9.2.4 Social Media Manager(s)
 - 9.2.5 Security and privacy settings
 - 9.2.6 Alternate plan for parents or students who do not or cannot access the site
 - 9.2.7 Social Media Guidelines for students and parents
 - 9.2.8 Communication and management plan
 - 9.3 **Interactive/Engagement Accounts (public or private)** used for a learning activity that have a designated start and end period (e.g., Facebook community engagement project, etc.). Plans for consideration should include:
 - 9.3.1 Social Media Manager(s)
 - 9.3.2 Proposed page/account name
 - 9.3.3 Description of site and content being shared
 - 9.3.4 Curriculum tie-in
 - 9.3.5 Security and privacy settings

Reference: Aspen View Public School Division Social Media Guidelines for Staff
Brock University Social Media Guidelines

Edmonton Catholic Schools Social Media Guidelines for Schools
EIPS Social Media Guidelines
University of Alberta Social Media Guidelines
University of Lethbridge Social Media Guidelines
Wild Rose School Division Social Media Guidelines