

SOCIAL MEDIA

The Seven Oaks School Division and its Board of Trustees recognizes that for specific purposes social media may, when used correctly, provide an efficient means of communicating with students and parents and may have a supportive role within the curriculum.

Social Media:

Any method of communication through a network such as the Internet permitting the user to communicate publically or to one or more other people but where said communication may be viewed publically by others and includes, without limitation, Facebook, Google, Twitter, Linked In, RSS Feeds, Flickr, Pinterest, Snapchat, blogging and websites. The list herein is not intended to be exhaustive and any method that allows teachers, students or parents to communicate with each other in a public fashion shall fall under the definition of Social Media.

The Procedures accompanying this Policy set forth the processes which should be followed when making use of social media.

SOCIAL MEDIA PROCEDURES

CONDITIONS

The Seven Oaks School Division Social Media Policy and Procedures has been established to support approved curricular based projects that require functionality that extends beyond the scope of the Seven Oaks School Division internal infrastructure.

DEFINITIONS

Social Media

Any method of communication through the internet permitting the user to communicate publically or to one or more other people but where said communication may be viewed publically by others and includes, without limitation, Facebook, MySpace, Google Plus, Twitter, Linked In, RSS Feeds, Flickr, Pinterest, blogging and websites. The list herein is not intended to be exhaustive and any method that allows teachers, students or parents to communicate with each other in a public fashion shall fall under the definition of Social Media.

Public Cloud

Internet accessible storage or internet accessible workspace accessible through a web browser or specific application which allows the user to store information at a remote location on the internet (outside the Seven Oaks School Division Network or third party networks contracted by the Seven Oaks School Division) and to keep that information either private, or make it available to others.

Private Cloud

Internet accessible storage or internet accessible workspace made available through a web browser or specific application which allows the user to store information on the Seven Oaks School Division network or third party networks contracted by the Seven Oaks School Division and to keep that information either private or make it available to others.

Email

Electronic mail messages which allow the user to send a message to another user or users on the internet.

Ownership

Any approved social media account set up by a teacher for the purpose of engaging students is deemed to be property of the Seven Oaks School Division and governed by its policies.

Security

In order to ensure the security of the site the teacher shall:

1. Select a secure password, in compliance with the password requirements of the social media site, but consisting of not less than eight characters, including at least one number, one capital letter and where acceptable, one character and unrelated to the school or the class. For example, an acceptable password would be 9Ex@mPle21. An unacceptable example would be MrsSmith#3 for Mrs. Smith's Grade 3 class.
2. Upon request, the principal shall be granted access to the site including full read and write access.
3. **Under no circumstances** shall the site password be given to a student or stored or saved in a web browser on a computer which may be used by students and not exclusively used by the teacher.

Personal Use

1. The social media accounts established by the teacher and used for school purposes shall be separate from any personal social media account used by the teacher to communicate with friends and family. They shall not be used for personal communications and the teacher may only use school social media accounts for project purposes and for communicating with colleagues, current students, external resources and their parents.
2. The teacher shall not make use of their personal social media accounts when interacting with students and/or their parents.

Student Access

1. No student shall be required to have a social media account.
2. Teachers will maintain and monitor any social media project as described in the Responsible Use of Technology document guidelines.
3. At the end of the project the teacher shall rescind access to the site for students and/or parents of students who are no longer in the teacher's class.

Record Keeping

The teacher shall ensure that all communications on the social media site are logged and recorded.

1. The teacher shall not delete or otherwise tamper or interfere with communications on the site.

2. In the event that the teacher finds a communication which breaches the rules of behaviour governing the site, the teacher may suppress the communication, but must keep a record of the communication for investigation and possible discipline.

Acceptable Conduct

All users of social media shall treat the social media virtual site as an extension of the school, but accessible twenty-four hours per day, seven days per week.

1. Students shall be bound by the Student Conduct Policy, the Harassment Policy, Responsible Use Policy, Social Media Policy and the Respectful Workplace Policy of the Seven Oaks School Division.
2. Teachers shall be bound by their professional ethics, the Seven Oaks School Division Harassment Policy, Responsible Use Policy, Social Media Policy and Respectful Workplace Policy.
3. At all times teachers must model the same behavior that they display in the classroom and hold their students to the same behavioural expectations they have for their students in the classroom.
4. In the event of inappropriate conduct, appropriate disciplinary measures shall be taken including, but not limited to, suspending or terminating the student's access to the social media site.

Privacy and Permanency

Students and teachers are reminded that there is no expectation of privacy in relation to the use of social media sites.

All information posted on social media sites is accessible by all users and should be presumed accessible by the general public.

Any postings made to a social media site should be presumed permanent and teachers shall make students aware that anything they post on the social media site may be viewed by others and may remain accessible from search engines and/or from the site forever.