AP 141 – SOCIAL MEDIA AND ONLINE POSTING

BACKGROUND

Saskatoon Public Schools recognizes the value of educational technology towards improving student learning. Social media provides a contemporary learning and teaching environment that facilitates sharing of resources, unprecedented access to information, instant global communication, and continually evolving methods of collaboration and innovation. Saskatoon Public Schools appreciates that education takes place both in and beyond the school. Students and staff must be provided opportunity to access educational resources at a modern, global level, while maintaining the integrity of the division's core values and policies.

These procedures outline the division's expectations for staff and students who use social media or post online in their work or who choose to use personal social media accounts to comment on division matters.

GUIDELINES

Division staff and students are expected to model ethical and appropriate conduct at all times. The expectations of our digital conduct, whether online, through texting, or any other technology, does not differ from our expectations of conduct in person. What we post online/send to others speaks to our character and reputation. Given the realities of our modern, connected society, all staff and students must be aware that any material posted online has the potential of becoming permanent and viewable by anyone in the world, despite one's best intentions to maintain security and privacy. Consult STF Code of Professional Ethics[1], Saskatoon Public Schools' Vision and Values[2], AP 450 Harassment (Employees)[3], and AP 451 Sexual Harassment[4] for guiding principles.

With respect to posting material online, it is expected that:

PROCEDURES

1. All staff and students will follow division procedures on AP140[5] and the *Consent Form for Sharing Student Information and Work with the Public*[6].

2. Staff and students are responsible for the content of all references made online, and will be held accountable for material that is defamatory to the school or school personnel, students, parents or any other member of the school community using digital media such as social networking sites, blogs, webpages or email.

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[1] http://www.skteacherregulation.ca/standards/code-of-professional-ethics/
[2] http://www.spsd.sk.ca/division/visionandvalues/Pages/default.aspx
[3] http://www.saskatoonpublicschools.ca/division/adminproceduresmanual/Pages/default.aspx
[4] http://www.saskatoonpublicschools.ca/division/adminproceduresmanual/Pages/default.aspx
[5] http://www.saskatoonpublicschools.ca/division/adminproceduresmanual/Pages/default.aspx
[6] http://spslearn.spsd.sk.ca/centraloffice/SA/Staff Documents/FORMS FOR SCHOOLS/

3. In the absence of consent (ex: consent form noted in #1), use of digital media must not reveal confidential information about the school, or personal information about its staff, students, parents or other members of the school community.

4. Staff and student use of digital media must not be used to threaten or publically criticize students, staff, parents, or colleagues. Staff and students must respect the privacy and the feelings of others.

5. Division staff must ensure their online activity does not interfere with their work commitment.

6. Students must ensure their online activity does not adversely affect the learning environment.

7. Division staff and students must show proper respect for the laws governing copyright and fair use of the copyrighted material owned by others.[7]

8. Users in violation of this administrative procedure may be subject to a disciplinary process that could include:
    8.1. Discipline
    8.2. Suspension
    8.3. Expulsion
    8.4. Termination

Date Last Revised: January 11, 2017

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[7] http://cmec.ca/publications/lists/publications/attachments/291/copyright_matters.pdf