



KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

ADMINISTRATIVE REGULATIONS

Section:	Board and Community	Regulation Code: B-7.5.1
	• Community Relations	Policy Code Reference: B-7.5
Regulation:	SOCIAL MEDIA AND DIGITAL COMMUNICATIONS	Page 1

This administrative regulation is written in accordance with the guiding principles in Board Policy No. B-7.5, Social Media and Digital Communications.

The purpose of social media is to connect with one another to build community and relationships among students, staff, parents/guardians, and the school community. Social media is both networking and instructional tools, offering a different level of engagement than more traditional forms of communication.

1. Guiding Principles

The Board supports the responsible use of digital communications and social media by schools and departments as an effective tool for reaching out to the community, and for encouraging the reciprocal flow of information. Use of social media must follow the same principles guiding all interactions between the Kawartha Pine Ridge District School Board (KPR) and the community, as follows:

- communications are prepared with sensitivity to language, tone, appropriateness, and professionalism of the message;
- information is provided openly, honestly, accurately, and with integrity;
- communications are timely, to ensure individuals and groups have access to relevant information as promptly as possible;
- release of information complies with all relevant legislation, including but not limited to: the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), the Education Act, the Copyright Act (Canada), and the Personal Information and Protection of Electronic Documents Act (PIPEDA); and
- communications reflect the Board's mission, vision, values, character attributes, and good digital citizenship.

2. Social Media/Digital Communications for Instructional Purposes

The Board recognizes that the innovative use of social media and digital communications can enhance student learning when supported by intentional instructional planning.

Staff members considering the use of social media as an instructional tool with students must abide by the following protocols:

- 2.1 Digital citizenship, including respectful and ethical online behaviour, must be a learning goal for all social media activities.

KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

Section: Board and Community

- Community Relations

Regulation Code: B-7.5.1

Regulation: SOCIAL MEDIA AND DIGITAL
COMMUNICATIONS – continued

Policy Code Reference: B-7.5

Page 2

2.2 Employees are responsible for maintaining appropriate employee-student relationships at all times and must:

- not become “friends”, “fans” or “followers” of students or their parents/guardians online, except in a closed or private group for school/educational purposes;
- not disclose student record information, including full names of students, academic or any other personal information;
- ensure they have sufficient permissions before posting identifiable photos of students; and
- apply privacy settings to adequately safeguard personal information.

3. Professional Use of Social Media

Staff members are at all times employees of the Board and cannot disassociate themselves from that relationship. Whether during or outside of work or school hours, online activities that adversely affect the rights, privacy or dignity of Board staff, students, parents or community members are prohibited.

- 3.1 Staff should ensure that their profiles and related content are consistent with their roles as professionals and appropriate to the public trust associated with employees of the school board.
- 3.2 Personal social media sites should not contain KPR email addresses, schools or Board logos.
- 3.3 Electronic communication and social media sites shall not be used to speak on behalf of the school, department or Board, unless written permission has been given from a principal or manager, in consultation with the superintendent.
- 3.4 Social media initiatives representing the Board as a whole must be approved by the Director of Education and maintained by Corporate Affairs.

4. Inappropriate Use

Inappropriate use of digital communication and social media is contrary to Board policy, and may result in disciplinary action, civil and/or criminal charges.

Examples of inappropriate use of social media include, but are not limited to:

- using language that is defamatory, abusive, offensive or hurtful;
- posting anything of a sexually explicit or compromising nature;

KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

Section: Board and Community

- Community Relations

Regulation: SOCIAL MEDIA AND DIGITAL
COMMUNICATIONS – continued

Regulation Code: B-7.5.1

Policy Code Reference: B-7.5

Page 3

- inciting hatred against an identifiable group or individual;
- disclosing personal or confidential information about the Board, school, students, staff or members of the public;
- encouraging illegal or unprofessional conduct;
- breaching copyright law;
- posting the work or videos of others without their consent;
- impersonating another individual or group;
- breaching a court-ordered publication ban; and
- using KPR accounts to advertise a business or conduct political campaigns, including advocating for or against specific candidates.

The KPR Digital Citizenship website provides guidance and resources to support the safe and effective use of social media and digital communication tools.