SOCIAL MEDIA GUIDELINES

VERSION 1.0 | AUGUST 10, 2022

Kawartha Pine Ridge
District School Board
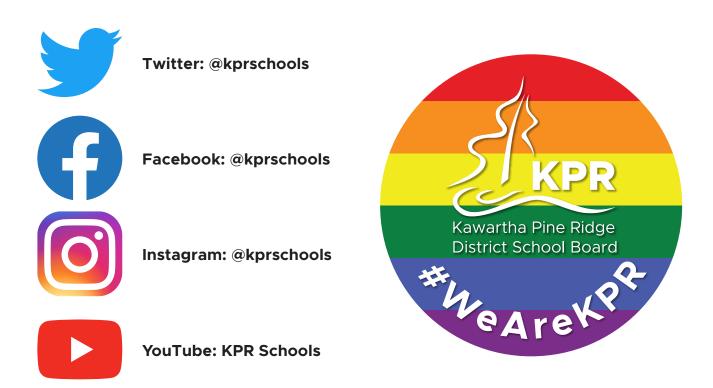
The Kawartha Pine Ridge District School Board (KPR) values social media as an effective tool to communicate, connect and engage with students, parents/guardians, staff, and the community. The guidelines below outline specific expectations for students, staff and community members who wish to engage with KPR on social media. They are informed by:

- » Policy: **B-7.5 Social Media and Digital Communications** and corresponding administrative regulation: **B-7.5.1 Social Media and Digital Communications**;

- » Policy: **HR-5.3 Code of Conduct for Employees** and corresponding administrative regulation: **HR-5.3.1 Code of Conduct for Employees - Technology and Internet Use by Employees**; and

- » Other applicable **policies and administrative regulations**.

KPR'S OFFICIAL SOCIAL MEDIA ACCOUNTS INCLUDE:

Twitter: @kprschools

Facebook: @kprschools

Instagram: @kprschools

YouTube: KPR Schools

In addition to the Board's official social media accounts on Twitter, Facebook, Instagram, and YouTube, many KPR schools and departments are also active on social media. Collectively, these accounts support the sharing of information, resources, photos, and promotion of student success.

AVAILABILITY

KPR social media accounts will generally be monitored during regular business hours (8:30 a.m. to 4:30 p.m., Monday to Friday).

We will monitor the conversation, however we may not reply individually to all mentions or direct messages. For specific questions or urgent matters, individuals should contact the Board through other communication channels listed on the **Board website**.

RETWEETING/REPOSTING/SHARING

KPR will retweet, like and share information from other users or accounts that may be of value to our community. Retweets, likes and shares should not be interpreted as an endorsement of the originator or of any organization.

CODE OF CONDUCT

KPR welcomes comments, suggestions, and questions about the content we post on social media, however we ask all users to be respectful and constructive – in accordance with the Board's appropriate use of technology and social media and digital communications **policies and regulations**.

The Board will report any posts deemed to be offensive, defamatory or inappropriate, and will remove any followers that violate these terms. We will not tolerate comments that are offensive to an individual or an organization, rude in tone, or abusive. While we encourage free speech and debate, we reserve the right to refuse, edit or remove comments that violate KPR values, policies, and administrative regulations. This includes:

» Comments contrary to the principles of the Canadian Charter of Rights and Freedoms;

» Racist, hateful, slanderous, abusive, and/or obscene messages;

» Harassment, bullying or attacks on others;

» Comments that encourage or suggest illegal activity or cyber bullying;

» Solicitations, advertisements, or spam.

PRIVACY AND CONSENT

To protect your own privacy and the privacy of others, please do not include personal information in your posts/comments that are visible by the public.

The Board reserves the right to refuse, edit or remove any posts that disclose personal or confidential information about the Board, school, students, staff or members of the public.

For questions related to KPR's Social Media Guidelines, please contact kpr_info@kprdsb.ca.

KPR

Kawartha Pine Ridge
District School Board

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