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|  <p>DIVISION SCOLAIRE<br/><b>LOUIS RIEL</b><br/>SCHOOL DIVISION</p> | <p align="center"><b>SUPPORTING APPROPRIATE USE OF<br/>PROFESSIONAL SOCIAL MEDIA</b></p> |
| <p align="center">ADMINISTRATIVE PROTOCOL<br/>June 4, 2019</p>   | <p align="center">Supporting Policy IJNDC</p>  |

Guiding Principles regarding Professional Social Media Sites;

- I. Treat professional social media space and communication like a classroom and/or a professional workplace. The same standards expected in the professional settings are expected on professional social media sites
- II. Employees should exercise caution, sound judgment, and common sense when using professional social media sites;
- III. Be in compliance with Louis Riel School Division Policies
- IV. Not post any personally identifiable student information on professional social media sites, including student photographs, without the consent of the students’ parents or guardians;
- V. Be aware that students who participate in professional social media sites may not be permitted to post photographs featuring other students.
- VI. Not “tag” photos of other divisional employees or volunteers without the prior permission of the individuals being tagged;
- VII. Be aware that professional social media use, including off-hours use, has the potential to result in disruption at school and/or the workplace, and can be in violation of divisional policies, and law;

Employees should follow the below procedure with respect to Professional social media accounts:

- I. Use their divisional email address for divisional based social media activities.
- II. Professional social media sites that are school-based should be designed to address reasonable instructional, educational or extra-curricular program matters;
- III. Employees will be required to obtain their supervisor’s approval before setting up a professional social media presence
- IV. Professional social media sites should include language identifying the sites as professional social media site. For example, the professional sites can identify the Division, the school, or grade/activity that is utilizing the site.
- V. Employees using professional social media understand that these sites will be reviewed regularly to ensure use is consistent with the values and mission of the Division. If supervisors discover questionable communications or behaviour on professional social media sites, appropriate measures will be taken; ‘
- VI. Any employee who becomes aware of inappropriate comments on a LRSD professional social media site is required to contact their supervisor;

School Administrators are responsible for:

- I. Maintaining a list of all professional social media accounts within their particular school

- II. Each school year, the school will inform parents/guardians of the purpose and nature of each professional social media account their children will access and will instruct parents to contact the school with any questions or concerns;
- III. Monitoring of Professional Social Media Sites by considering the following:
  - i. Consider the intended audience for the site and consider the level of privacy assigned to it, specifically, whether the site should be a private network (for example, it is limited to a particular class or particular grade within a school) or a public network (for example, anyone within the school or a larger group within the Louis Riel community can participate). It is a recommended practice for professional social media sites to be private networks, unless there is a specific educational need for the site to be a public network;
  - ii. To assist in monitoring, as a recommended practice to the extent possible, the default setting for comments on professional social media sites should be turned off. If the default setting for comments is turned on, the comments on the site need to be monitored daily

The Division:

- I. Reserves the right to remove, disable, and provide feedback regarding professional social media sites that do not reasonably align with these guidelines;

Employees should follow the below procedures with respect to Personal social media accounts:

- I. Use their personal email address for personal social media activities.
- II. Should not communicate with students who are currently enrolled in Louis Riel School Division schools using personal social media.