



The Lord Selkirk School Division recognizes that for specific purposes social media may, when used correctly, provide an efficient means of communicating with students and parents/guardians and may have a supportive role within the curriculum.

Any use of social media related to work or school that involves students and/or Lord Selkirk School Division employees is deemed professional-use, and therefore professional codes of conduct including all pertinent LSSD policies and procedures must be followed. Use of social media for professional purposes is an extension of the workplace.

Acceptable Conduct:

- All users of social media shall treat any social media site as an extension of the school, accessible twenty-four hours per day, seven days a week. Employees shall use sound judgement and due care when using social media.
- School or department-based social media accounts require the approval of the principal or manager and in those cases the principal or manager is responsible for its use.
- Maintain professionalism at all times. Model an appropriate online presence and exercise good judgement to ensure that postings do not reflect negatively on your professional reputation, or that of the school division. Employees shall be bound by professional ethics, the Lord Selkirk School Division Workplace Harassment Policy and Respect for Human Diversity Policy.
- Parent/Guardian consent is required to include student names, photos, videos, or their work on social media. If consent has not been provided, those students must be fully excluded. Verification of parental permission must be obtained through PowerSchool records on file.
- Any postings made to a social media site shall be presumed permanent and employees should be aware that anything they post on a social media site may be viewed by others and may remain accessible and permanent.

An employee's public social media presence may be viewed or monitored at any time without consent or previous approval. If found in violation, employees may be subject to disciplinary action, up to and including termination for cause.

Cross Reference:			
Board Informed: May 2019	Procedure Review Date: September 2023	Procedure Revision Date:	Page 1 of 1