

SOCIAL MEDIA CODE OF PROFESSIONAL CONDUCT

Background

Foothills School Division is committed to the responsible use of social media by all of our students and employees. We recognize that users use technology to connect, collaborate, and communicate with each other and that online forms of expression are as important to student development as traditional oral and written expression. We also recognize the value of open sharing, diversity of opinion, and civil debate.

There are limits to privacy in online social spaces and we expect our students and staff to be respectful, responsible, and accountable while using social media. The guidelines for responsible use are included in the Foothills School Division Network Resources Responsible Use Protocol.

Procedures

1. Principals shall:
 - 1.1. Inform students, parents and staff of the Division's and school's expectations for responsible use.
 - 1.2. Encourage parents to communicate to school personnel any concerns they may have about inappropriate use of social media.
 - 1.3. Ensure that all staff and appropriate volunteers are inserviced in the online RESPECT program.
2. Principals shall educate students, parents and staff in the appropriate use of social media and the associated benefits and dangers of a public online presence.
3. When dealing with situations involving inappropriate use of social media, school staff are to:
 - 3.1. Intervene quickly to enforce this administrative procedure.
 - 3.2. Enforce the procedure consistently.
 - 3.3. Develop protocols for investigating incidents.
4. Treat online bullying in the same manner as outlined in Admin Procedure 170 – Bullying and Threatening Behaviour.

Reference: Relevant Legislation and Regulations