



POLICY:

REGULATION: BGA Communications – Using Social Media Tools

EXHIBIT:

This regulation accompanies SRSD's social media policy (BGA – Communications – Using Social Media Tools). It identifies the delegated roles and responsibilities for the use of the Division's own social media channels.

Usage:

The Division's social media tools are intended to:

- complement the messaging contained within customary divisional communications tools
- respect the confidentiality of personal and divisional information
- be operated in accordance with the social media tool's terms of service
- be operated in accordance with all other divisional policies and regulations and provincial and federal government laws and regulations.

Delegated Authority:

The authority for the use and monitoring of these social media channels is delegated to the SRSD Superintendent, or designate.

SRSD Superintendent (or designate):

The Superintendent shall:

- take all reasonable measures to ensure the accuracy and efficacy of all posted content;
- ensure all divisional communications plans reflect the use of social media tools to complement customary communications tools;
- ensure all divisional posted content, including reposting of others' content, is in accordance with existing SRSD policies and practices and does not violate any existing confidentiality, privacy or copyright laws or policies;
- ensure that administrative processes and guidelines are in place to approve, post and monitor the content of SRSD's social media tools;
- ensure the appropriate use of privacy settings within these social media tools and monitor and adjust process to accommodate required updates/changes, e.g. Facebook privacy settings;
- ensure all divisional posted photographs/video have appropriate approval prior to posting;
- ensure all divisional stakeholders/audiences are apprised of these social media channels and any future changes in name or location;
- advise the Board of the removal of any substantial inappropriate content.

APPROVED: January 2017

REVISED: December 2016

SOURCE:

OTHER REFERENCE: BG-Board/Staff Communications, IIBG Internet Use Policy, JFC Safe School Communities/Student Conduct (Freedom from Violence) , KB Public Information Program, KBC News Media Relations