



POLICY: BGA – Communications – Using Social Media Tools

REGULATION:

EXHIBIT:

The Board of Seine River School Division (SRSD) acknowledges the value of communicating with all of its stakeholders, parents, employees and students. It further acknowledges the enhanced communications value of utilizing social media tools for communications such as Twitter, Instagram, Facebook, Youtube and others.

The adoption of this policy does not amend or replace any existing divisional policies, including but not limited to 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.

This policy governs SRSD’s use of its own social media tools identified to date, namely:

- Twitter: @seineriverSD
- Facebook and Youtube will be initiated at a future date
- Other social media tools such as Instagram will be examined in the future

It is SRSD’s intention that its social media tools will be used to complement customary forms of communications with stakeholders/public and will not replace official messaging delivered through other customary channels, e.g. website, school newsletters, direct emails or phone calls from the division.

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

SRSD does not take responsibility for any content or feedback posted by individuals in response to divisional social media communications.

SRSD retains the right to remove any content posted by an individual or organization, if the Superintendent finds it in violation of existing SRSD policies and regulations, or provincial and federal government laws and regulations.

The Board of the Seine River School Division shall review this policy on a bi-annual basis in keeping with the rapid advances in technology and changes to education policy. The Board shall make changes to the policy and associated regulation, as warranted.

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