



Living Sky School Division No. 202

Procedure Type: Human Resources

Procedure Number: 5.33

Procedure Title: Employee Use of Social Media

Legal References: *Local Authority Freedom of Information and Protection of Privacy Act*

Approval Date: August 31, 2016

Revision Date:

Background

Electronic communication and social media can be effective when used cautiously and professionally. However, improper use can expose employees to risk when it comes to maintaining professionalism.

This procedure is designed to provide all employees of Living Sky School Division with guidelines regarding the appropriate use of social media outlets such as, but not limited to, Facebook, Twitter, YouTube, LinkedIn, podcasts, etc. This procedure is in place for the protection of privacy, confidentiality and interests of all employees and Living Sky School Division.

Employees are ambassadors for the Division and are expected to conduct themselves in a professional and positive manner. Violation of this procedure exposes Living Sky School Division to risks and legal liability and may result in action up to and including termination.

This procedure regarding privacy, confidentiality and non-criticism remains in effect even after employment ends, and legal action may be taken against ex-employees for social media communications that violate this procedure or harm Living Sky School Division.

Procedures

1. While at the workplace during work hours, employees are expected to be working, not handling personal matters. Employees must keep their outside interests and activities including, but not limited to, the maintenance, access or use of personal blogs or social networking websites, outside the workplace.
2. Employees must understand that they have no expectation of privacy when they use Living Sky School Division's systems, including the Internet and Division email.
3. Employee publications including, but not limited to, postings on blogs and social networking websites, must not have a negative effect on the reputation of Living Sky School Division. Any materials that are insulting, demeaning or offensive to Living Sky School Division, its employees or affiliates, or that are deemed objectionable by the Division in that their content might damage its reputation, will violate this procedure.
 - a) Employees must not include any information that Living Sky School Division deems sensitive or confidential in nature related to the Division.
 - b) Employees must not post criticism of, or share confidential information about, colleagues, students or the Division.



4. All employees must recognize that they are legally liable for anything they write or present online. The Division can discipline employees for commentary, content, or images that are defamatory, pornographic, harassing, or that can create a hostile work environment.
5. Employees should ensure they familiarize themselves with the social media site's privacy policy and activate the appropriate privacy settings.

Related

Procedure 4.37: *Computer Technology Acceptable Use*
Canadian Teachers' Federation - *Cybertips for Teachers*