

ADMINISTRATIVE PROCEDURES

SUBJECT: Communications and Use of Social Media

The Lambton Kent District School Board recognizes social media as an effective form of communication and engagement with various stakeholders. Employees of the Lambton Kent District School Board will use social media responsibly at all times as per the Board's policy and administrative procedures on the *Responsible Use of Technology*. Employees should also review professional expectations, such as those outlined by the Ontario College of Teachers.

1. Prior to setting up a social media account for the Lambton Kent District School Board or to represent a school or individual of the Board, all employees administering the account must refer to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), which sets out the legislation that school boards must adhere to for the collection, use, disclosure and retention of personal information. All LKDSB employees must ensure that personal information is adequately protected at all times. The collection of personal information should be limited, collected for a specific purpose, and retained for only as long as it is needed.
The definition of personal information is very broad and includes any information on its own, or as an aggregate, that can identify an individual and/or contains information about them. Personally identifiable information includes but may not be limited to a student's first and last name, photo, date of birth, address, phone number, email address, student identification number, school name and grade, assessment notes and personal health information.
2. Any social media tool or app should be thoroughly assessed prior to use, as many do not guarantee the protection of personal information and do not meet MFIPPA standards.
3. Prior to setting up a social media account for the Lambton Kent District School Board or to represent a school or individual of the Board, all employees must review the End User Licence Agreement (EULA) and Privacy Policies of the tool to ensure there is sufficient protection of privacy of the data. Users should also check whether the tool vendor owns the data and is able to sell it to advertisers? Do these policies prescribe a certain age range for use of the tool? Refer to the Administrative Procedure on *Use of Online Education Tools* for further privacy guidelines.
4. The Public Relations Officer or designate maintains social media accounts for the Lambton Kent District School Board. Principals are responsible for social media accounts that are developed by employees for school use (i.e. representing the school or its affiliate groups and departments on behalf of the Board). As an extension of the Lambton Kent District School Board community, affiliated Board and school groups or departments are strongly encouraged to use Board or school social media accounts for communications to support engagement. A complete directory of official LKDSB social media accounts are listed on the LKDSB website:
<https://portal.lkdsb.net/department/OfficeDirector/com/Pages/Social-Media.aspx>

Setting Up New Social Media Accounts

1. Prior to setting up a new social media account, employees should consider the intended use of the account; age restrictions; audience; and content that will be shared. Social media accounts are intended to be engaging; it is recommended that multiple staff members have administrative access to update, maintain and monitor the account. However, administrative access should be limited and the passwords for access should be updated at a minimum when the administrators change.
2. Any new social media accounts that intend to use the Lambton Kent District School Board logo and name should be approved by the Director of Education and/or Public Relations Officer, or designate.
3. Requests from partners of the Lambton Kent District School Board or affiliate groups (e.g. Parental Involvement Committee) to set up a social media account and use the Board logo and/or name, or represent an affiliation with the Board, must be approved by the Director of Education and/or Public Relations Officer, or designate.
4. Board authorization is not required for staff to open a personal social media account. Educators planning to use social media for instructional purposes (e.g., classroom Twitter account or blog), are to inform the principal of your intended use.
5. 'Closed' groups on social media sites should be considered as public sites, as once the information is posted it can be copied and re-posted, and many sites own the information once uploaded to use/sell as they wish.
6. Many social media accounts require a name of a person, not an organization or company, and an email address to be associated with the account. In order to allow multiple account administrators, it is suggested that the account administrators first contact LKDSB's Information Technology department to set up a generic lkdsb.com account that can be used to administer the social media account (i.e. maps_sm@lkdsb.com). It is not recommended that individuals use a personal email or associated social media account (e.g. in the case of setting up a Facebook Group) to administer the social media account, as this would limit the administrator rights to the account to the email account owner (e.g. the ability to change or delete the account if the individual changed positions or left the organization). Schools that have already established social media accounts are encouraged to contact the LKDSB's Information Technology department to create a generic lkdsb.com account for the administration of the school social media account(s). Additional information regarding social media guidelines is available on the [LKDSB website](#). Questions regarding updates to existing social media accounts can be directed to the Public Relations Officer.
7. It is important to develop clear guidelines for use for account administrators and group members, if applicable. See Appendix A for sample terms and conditions.
8. If the social media account is intended to be used for instructional purposes, please refer to the *Use of Online Educational Tools* for guidelines on use, privacy and the parental consent form.

Access to Social Media Accounts

1. Effective social media accounts require regular content updates in order to engage their audiences. It is recommended that account owners share administrative responsibilities with at least one other staff member. For example, a school Facebook page or Twitter feed should have at least two account administrators to manage content, approvals, account and design updates and monitor comments.
2. Social media account administrators should be provided with appropriate training or have a familiarity with the social media in order to effectively administer the account.
3. The social media account administrator is responsible for the social media account and the content posted on the account. The account administrator is not responsible for the comments posted by other accounts, however the Lambton Kent District School Board reserves the right to remove content that does not comply with its Policies, Regulations or Administrative Procedures.
4. Comments involving personal issues with the Board, a school or staff member will be removed.
5. If a non-LKDSB email account is included as a site administrator and this individual is no longer the site administrator, the individual's access to the account should be removed. It is recommended that all associated passwords for the account are also updated.

Personal vs. Professional Social Media Accounts

1. As a LKDSB employee, any form of communication, including in person or on social media, shapes public opinion about you, your profession, your school, the Board and public education.
2. Staff must exercise professional discretion in the use of their personal social media. Failure to do so may result in disciplinary action by the Board.
3. It is strongly recommended to maintain separate professional and personal social media accounts.
4. Professional social media accounts should be set up for the position or department (e.g. Director of Education or Principal), not for the individual to allow the account to continue to be used by future staff in the role.
5. Staff should communicate with students for educational purposes only. Avoid or limit sharing personal information with students.
6. The use of social media should reflect the LKDSB's belief statements, including supporting a safe and caring learning environment strengthened by embracing diversity, and respecting self, others and the world around us.
7. Please refer to the *Use of (Third Party) Online Educational Tools* for further instructions on privacy and use of third-party applications.

Recommendations for Maintaining an Official LKDSB or School Social Media Account

The individual or groups establishing the account, shall:

1. Contact the LKDSB's Information Technology department to set up a generic email address for official LKDSB or school social media accounts.
2. Determine the account administrators.
3. Follow the LKDSB guidelines for establishing an official social media account. Additional reference information is available on the Communications website.
4. Develop a schedule for monitoring/posting content and approving membership (if applicable).
5. Develop a guideline for approving membership.
6. Determine the terms of use and type of content that will be shared/posted on the social media account, including setting a schedule for posting (i.e. plan to post 1-3 items per week).
7. Update any photos/names on the account profile (e.g. background or profile photo, name).
8. Draft sample posts.
9. Send communications to relevant stakeholders to promote the social media account. (i.e. how the social media account will be used; membership guidelines; terms of use; etc.).

10. Provide the LKDSB's Public Relations Officer with the official social media account name and email address.
11. Post regular content that is relevant to membership/followers.
12. Monitor popular posts to help determine future content (use site analytics).
13. Use notification settings to receive alerts when comments or related mentions referencing the account profile are posted. This will assist with promoting engagement and managing inappropriate content.
14. Administrators to share challenges and best practices.

Terms and Conditions (Appendix A)

The following are sample terms and conditions to be posted on the social media account, if possible, or posted on a website promoting the use of the social media account, as well as shared with the site administrators.

Sample Terms and Conditions:

The use of social media is guided by the ethical and professional principles outlined in existing Board policies and procedures, notably: Responsible Use of Technology.

The Lambton Kent District School Board does not allow obscene, explicit or racial comments or posts, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.

The (name of social media account) is not for personal use. Comments involving personal issues with the Board, a school or staff member will be removed.

The Lambton Kent District School Board reserves the right to delete comments that are considered:

- spam
- advertising or promotion of services, products or political organizations
- clearly off-topic or disruptive
- advocating illegal activity
- infringement of copyrights or trademarks
- violation of any Lambton Kent District School Board policies
- personal attacks, insults or threatening language
- private, personal information published without consent
- hyperlinks to material not related to the discussion

Participants use social media at their own risk, taking personal responsibility for all comments, username and their information provided. It is recommended that participants/users regularly check their security settings.

Terms and Conditions for Affiliated Partner Social Media Accounts (Appendix B)

The following are sample terms and conditions to be posted on the social media account for an affiliate partner (e.g. Parent Involvement Committee). These terms and conditions should be posted on the social media account, if possible, or posted on a website promoting the use of the social media account, as well as shared with the site administrators.

Sample Terms and Conditions:

By posting on this (name of social Media account), you agree to the following:

The comments posted on this account are of its members and are not necessarily those of the Lambton Kent District School Board. Therefore, the LKDSB cannot be held responsible for the accuracy or reliability of information posted on this account. We reserve the right to remove content that does not meet the guidelines outlined in the LKDSB's policies and procedures, particularly the Responsible Use of Technology.

Read the

Policy: <https://www.lkdsb.net/Board/PoliciesRegulations/Policies/Responsible%20Use%20of%20Technology%20Policy.pdf>

Read the Administrative Procedure:

<https://www.lkdsb.net/Board/PoliciesRegulations/Admin%20Procedures/RUT%20Admin%20Procedure.pdf>

The use of social media is guided by the ethical and professional principles outlined in existing Board policies and procedures, notably: Responsible Use of Technology.

The Lambton Kent District School Board does not allow obscene, explicit or racial comments or posts, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization. The (name of social media platform) is not for personal use. Comments involving personal issues with the Board, a school or staff member will be removed.

The Lambton Kent District School Board reserves the right to delete comments that are considered:

- spam
- advertising or promotion of services, products or political organizations
- clearly off-topic or disruptive
- advocating illegal activity
- infringement of copyrights or trademarks
- violation of any Lambton Kent District School Board policies
- personal attacks, insults or threatening language
- private, personal information published without consent
- hyperlinks to material not related to the discussion

Participants use social media at their own risk, taking personal responsibility for all comments, username and their information provided. It is recommended that participants/users regularly check their security settings.

Implementation Date: June 18, 2018

Reference: LKDSB Responsible Use of Technology Policy and Procedures
Use of (Third Party) Online Educational Tools Procedures
Professional Advisory – Use of Electronic Communication and Social Media
Lambton Kent District School Board Social Media Guidelines