



## **REGULATIONS**

**SUBJECT:            Communications and Social Media**

1. The Lambton Kent District School Board recognizes the importance of effective, efficient and open communication in achieving its Vision, Mission and Strategic Priorities. The Lambton Kent District School Board will use social media as a method of enhanced communication with others and to share information with staff, students, parents/guardians and the community.
2. The Director of Education, or designate, is responsible for the Board's social media sites.
3. The Director's Office will provide training and resources to support LKDSB employees' use and management of official LKDSB-related social media accounts. A list of these accounts can be found [here](#).
4. Principals, or designated staff members, are responsible for the official school social media accounts.
5. The creation and management of official LKDSB social media accounts, including management and access, password protections, security and appropriate user behaviour, should be in compliance with the *Responsible Use of Technology Policy* and Administrative Procedure.
6. The Lambton Kent District School Board social media sites and accounts are not for personal use. Comments involving personal issues with the Board, a school, staff member or student will be removed.
7. 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, regulations or administrative procedures
  - personal attacks, insults, offensive or threatening language

- obscene, vulgar, sexually explicit or profane
  - discriminatory against people based on a protected ground under the Ontario *Human Rights Code*
  - private, personal information published without consent
  - hyperlinks to material not related to the discussion
8. The Lambton Kent District School Board's policy and regulations on Responsible Use of Technology apply to the use of social media.
  9. Staff must exercise professional discretion in the use of their personal and professional social media. Failure to do so may result in disciplinary action by the Board.
  10. Trustees must exercise professional discretion in the use of their personal and Trustee social media accounts. Refer to the Policy and Regulation on *Representation and Communication on Behalf of the Board*.

Implementation Date: November 13, 2012  
Revised: November 13, 2018  
September 14, 2021

Reference: LKDSB [Policy](#) and [Administrative Procedure](#) on Communications and Use of Social Media  
LKDSB [Policy](#) and [Administrative Procedure](#) on Responsible Use of Technology  
LKDSB [Policy](#) and [Regulations](#) Prohibition of Entrepreneurial Activities by Employees  
LKDSB [Policy](#) and [Regulation](#) on *Representation and Communication on Behalf of the Board*