

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* and other Board Policies, Regulations and Administrative Procedures. Employees should also review professional expectations, such as those outlined by the [Ontario College of Teachers](#).

Definitions

Corporate accounts: Official LKDSB-related social media accounts are school and department social media accounts owned and managed by LKDSB employees for official Board-related business. [A list of these accounts can be found here](#).

Professional accounts: Professional social media accounts are accounts owned and/or managed by LKDSB employees for professional purposes, such as communications related to a classroom, department, program, etc. but is not an official account identified by the Board for official Board-related business and included on the directory of official social accounts [here](#).

Personal accounts: Personal social media accounts are accounts owned and/or managed by LKDSB employees for personal purposes and are not exclusively used for Board-related business. If a private account is used for educational purposes, it is considered an educational/professional account.

Corporate Accounts

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 images used on LKDSB or school-based accounts must comply with the Canadian Copyright Act, as well as other Board Policies, Regulations and Administrative Procedures, including the [Protection of Student Personal Information](#).
3. 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.

4. 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 License 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 and whether 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.
5. 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 is listed on the LKDSB website:
<https://www.lkdsb.net/Board/communications/Pages/socialmedia.aspx#/=>
6. Only a Principal, or a designated staff member, can create or manage official school social media accounts. Non-school based employees must receive approval by their managing supervisor, in consultation with the Director's Office, to create a new social account. Departments will designate a primary and secondary employee contact to manage the account.
7. Prior to setting up a new official social media account for a school or department, 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.
8. 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.
9. 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.
10. '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.
11. 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.social@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.

12. 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.
13. For school and Board-level Facebook pages, it is strongly recommended that schools and board-level accounts provide access to the LKDSB main Facebook account. [Read the Facebook Guidelines for instructions.](#)
14. The Public Relations Officer or designate will provide training materials, resources and guidelines to assist employees with the development and ongoing management of LKDSB and school social media accounts. Resources are available at:
<https://portal.lkdsb.net/department/OfficeDirector/com/Pages/social-media-guidelines.aspx#/=>
15. All persons responsible for creation and management of official LKDSB social media accounts, including school accounts, must manage access, password protections and security in compliance with the *Responsible Use of Technology* Policy and Administrative Procedure. This must be reviewed and updated regularly, particularly as personnel changes are made involving those responsible for Board and school social media accounts.

Professional Accounts

16. 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.
17. 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.
18. Employees using a professional social media account to interact on social media as a representative of the LKDSB should adhere to Board Policies, Regulations and Administrative Procedures, including [Responsible Use of Technology](#). Employees should also review professional expectations, such as those outlined by the [Ontario College of Teachers](#).

Setting up New Official Corporate Social Media Accounts

1. Prior to setting up a new social media account, employees should review the resources on the communications website at <https://portal.lkdsb.net/department/OfficeDirector/com/Pages/social-media-guidelines.aspx#/=>
2. Fill out a social media account [request form](#) to begin the process of setting up an account.
3. The Director's Office will review the request and will contact the requestor to confirm the social media account has been approved.
4. Once approved, the requestor must contact the LKDSB's Information Technology department to set up a generic lkdsb.net or lkdsb.com account that can be used to administer the social media account (i.e. maps.social@lkdsb.com). If a school already has a generic lkdsb.net or lkdsb.com account for the use of social media, they can use the same email address to administer the new social media account.
5. Review the [Facebook](#), [Twitter](#) and [Instagram](#) Guidelines for setting up a new account.
6. Many social media accounts require a name of a person. It is recommended that school-based accounts use the Principal's name (this can be changed in the future, as necessary).

7. Official Board or school social media accounts should use the Board or school logo (unless otherwise approved by the Director's Office) as your profile image and any background images should be copyright-free and comply with the [Protection of Student Personal Information](#).
8. When setting up a Facebook page for a school or Board-level account, it is recommended that account owners provide the LKDSB account with administrative access to the page. [Refer to the Facebook Guidelines](#).
9. Develop clear guidelines for use for account administrators and group members, if applicable. See Appendix A for sample terms and conditions.
10. 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.).
11. Confirm the official social media account name with the Director's Office so the account can be added to the list of official LKDSB accounts.

Management of Corporate 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. Refer to the [Communications and Social Media Regulation](#). Account owners should develop a guideline for approving membership.
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. Determine the terms of use and type of content that will be shared/posted on the social media account, including setting a schedule for monitoring and posting content (i.e. plan to post 1-3 items per week) and approving membership (if applicable).
5. Official LKDSB social media accounts should exercise caution when re-posting, 'liking' or 'favouriting' external content as this may be perceived as an endorsement.
6. LKDSB does not allow comments or posts on its social media sites that are obscene, discriminatory, racist, hateful, abusive, or defamatory to any individual or organization, or would contravene the Ontario *Human Rights Code* or the LKDSB [Policy](#) and [Regulation](#) on Equity and Inclusive Education. LKDSB reserves the right to discontinue engaging in that exchange or, depending on seriousness of circumstances, block the account in question or remove followers that violate these terms for a period of time or permanently.
7. Comments must comply with the *Communications and Social Media Regulation*. Not all feedback or comments posted to our social media can or will be responded to. Any reports of abuse or misuse of official LKDSB social media accounts must be reported to the individual's immediate supervisor. It is recommended that anyone with a concern should follow the [Share Your Concerns](#) process to connect to the appropriate person to resolve the issue. Refer to "Social Media/Online Content Issues Management section."

8. 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.
9. Support and training for the management of social media of social media accounts is available through the Director's Office. Additional information is available on the [Staff Portal](#).
10. When deemed appropriate by the Director or Designate for Board level accounts and Principal for school based accounts, the comment feature will be disabled.

Social Media/Online Content Issues Management

1. There may be times when issues or concerns arise from the use of social media as they relate to LKDSB schools, staff or students. Inappropriate use of social media may result in legal action, or reporting of professional misconduct to a governing regulatory body (e.g., Ontario College of Teachers, Ontario College of Social Workers and Social Service Workers, etc.).
2. In the event of a social media issue or concern, LKDSB employees may consider the following:
 - Screenshot or capture the image of what is being posted online;
 - Report inappropriate/concerning online behaviour to the Principal/supervisor;
 - Report inappropriate online behaviour directly on the social media platform;
 - Should you require further assistance or have ongoing issues, administrators should contact their Area Superintendent or immediate supervisor to help further investigate the issue.

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. Refer to the [Ontario College of Teachers' Professional Advisory – Maintaining Professionalism – Use of Electronic Communication and Social Media](#).
4. Professional social media accounts should be used for employees interacting on social media on behalf of or representing the LKDSB (e.g. social media interactions as a Trustee or Board employee).
5. 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.
6. Staff should communicate with students for educational purposes only. Avoid or limit sharing personal information with students.
7. The use of social media should reflect the LKDSB's [Strategic Priorities](#).
8. Please refer to the [Use of \(Third Party\) Online Educational Tools](#) for further instructions on privacy and use of third-party applications.
9. Trustees should refer to the Ontario Public School Boards' Association's [Good Governance: A Guide for Trustees, School Boards, Directors of Education, and Communities](#).

Terms and Conditions (Appendix A)

The following are sample terms and conditions which must be posted on official corporate social media accounts 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 Lambton Kent District School Board policies and procedures, notably: Communications and Social Media; Prohibition of Entrepreneurial Activities by Employees; Representation and Communication on Behalf of the Board and 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. Not all feedback or comments posted to our social media can or will be responded to.

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

Participants use social media at their own risk, taking personal responsibility for all comments, usernames 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 Social Media and Communications and Responsible Use of Technology.

Policies, Regulations and Administrative Procedures:

- https://www.lkdsb.net/Board/PoliciesRegulations/Policies/Communications_Social_Media_Policy.pdf
- https://www.lkdsb.net/Board/PoliciesRegulations/Policies/Communications_Social_Media_Regulations_Sept15.pdf
- https://www.lkdsb.net/Board/PoliciesRegulations/Policies/Communications_Social_Media_Admin_Procedure.pdf
- <https://www.lkdsb.net/Board/PoliciesRegulations/Policies/Responsible%20Use%20of%20Technology%20Policy.pdf>
- <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, 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

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.

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Reference: LKDSB [Policy](#) and [Administrative Procedure](#) on *Communications and Social Media*
LKDSB [Policy](#) and [Administrative Procedure](#) on Responsible Use of Technology
[Use of \(Third Party\) Online Educational Tools Procedures](#)
[Professional Advisory – Use of Electronic Communication and Social Media](#)
[Lambton Kent District School Board Communications - Social Media Website](#)
[Social Media Guidelines for LKDSB Employees](#)
[Communications and Use of Social Media Administrative Procedure](#)
LKDSB [Policy](#) and [Regulations](#) Prohibition of Entrepreneurial Activities by Employees
LKDSB [Policy](#) and [Regulation](#) on *Representation and Communication on Behalf of the Board*
Good Governance: A Guide for Trustees, School Boards, Directors of Education, and Communities