

# Living Sky School Division No. 202

## Administrative Procedure (AP) Manual



### Procedure Name: Social Media Use

<b>Procedure Type:</b>	Human Resources	<b>Implementation Date:</b>	AUG 31, 2016
<b>Procedure Number:</b>	5.33	<b>Last Revision Date:</b>	DEC 15, 2025
<b>AP Owner:</b>	PR/Advancement Specialist	<b>Last Review Date:</b>	DEC 15, 2025
<b>Legal Reference(s):</b>	<i>Copyright Act, 1985</i> <i>Local Authority Freedom of Information and Protection of Privacy Act, 1990, s. 27</i>		

## Background

Online communication tools, including social networks, discussion forums, blogs, wikis, and podcasts, are mainly a form of communication amongst individuals. However, in many cases, social networking tools have also proven to be beneficial for use by organizations. Living Sky School Division (LSKYSD), its schools and its representatives, use social media sites for communicating with, and marketing to, the public. Such sites are used in collaboration with other Division communications and marketing initiatives to reach a wide audience.

This document is intended to provide guidance to all social media users in the Division so they know what should and should not be done online. The procedure is based on three key principles:

- because online activities are public, not private, a user should always project themselves in a professional manner;
- all communication with the public, students and their families is professional communication; and
- teachers and other Division employees who work with children, hold positions of trust and are held to a higher standard of behaviour than other members of the public.

## Scope

This procedure applies to all students, Division staff, trustees, student community council members and anyone seeking to represent the Division through use of a social media platform.

## Definitions

**Social Media** is digital technology that allows for the sharing of ideas and information including text and visuals through virtual networks and communities. Examples include, but are not limited to, Facebook, Instagram, YouTube, WhatsApp, TikTok, X/Twitter, Snapchat, etc.

**Social Media Manager** is a Division employee or student, or any other person who is associated with an LSKYSD account on a social media platform.

**User** is any person(s) using a social media platform that could be associated with LSKYSD.

## Procedures

### 1. Ownership of Social Media Accounts

Any social media account set up on behalf of the Division, school, classroom, school sports team, school community council, etc. is the property of LSKYSD and requires approval from the school principal and PR/advancement specialist or director of education.

- a. Staff, students, student community council members or anyone seeking to represent the Division/school on a social media platform must submit a *5.33A Social Media Account Approval*



*Form* before they set up an account. The application shall outline what the purpose of the account will be, who the information is for, who will manage and have access to the account and how long the account will be used for.

- b. If the account is approved, all individuals who will have access to the account shall review and sign off on the *5.33B Social Media Management Agreement*.
  - Social media managers are expected to be aware of those students without informed consent for the use of their image/likeness, name, school work or performance as stated in *4.40 Informed Consent*.
  - Access and permission to use Division or school logos will be assessed based on information provided in the *5.33A Social Media Account Approval Form* and be granted or denied by the PR/advancement specialist
- c. Once approval is granted, the PR/advancement specialist shall reach out to support the appropriate implementation of the social media site.
- d. Principal(s) and the PR/advancement specialist will ensure that all school-sanctioned social media accounts have at least two staff members with administrative access to the social media group/account at all times for security purposes.
- e. Grandfathered accounts (accounts created prior to January 1, 2026) shall be reviewed and social media account managers recorded to the best ability of the school principal or designate and deleted if no longer relevant.

## **2. Respect, Privacy and Confidential Information**

- a. Users shall not disclose confidential Division information or student/staff information, images, or confidential school, class, or personnel records without proper permission as per *4.40 Informed Consent*.
- b. Users shall not use social media sites to be defamatory, harassing, or bullying towards any person or organization and will not espouse or support any position, opinion or statement that is contrary to Board policies and Division procedures or values, as per *4.37 Responsible Use of Technology*.
- c. Users shall not engage electronically in behaviour or comments that would reflect negatively on a school or the Division's reputation or the reputation of any person employed with or holding elected office with the Division.
- d. Users participating in social media activities will respect copyright laws, not only in relation to the content produced on the social media sites, but also in relation to the software that enables them to operate.
- e. Users participating in social media activities acknowledge that the technology and use of the technology must comply with all laws and regulations including privacy, confidentiality, as well as comply with all applicable Division policies, procedures and protocols.
- f. Users must recognize they are liable for anything they write or present online. Users may be disciplined if their social media comments and postings, whether personal or Division/school related, are not in compliance with this procedure or any other policies or procedures of the Division.

## **3. Staff Online Correspondence through Social Media**

- a. Online correspondence between staff and students shall not occur on social media platforms. Approved digital platforms, such as Edsby shall be used instead.
- b. Social media conversations between a staff member and a parent/guardian are subject to the provisions of this procedure.



- c. Division staff shall not initiate “friend” or connection-like invitations to students or accept invitations from students unless the networking is part of an existing school course.

#### 4. Personal Social Media Accounts

- a. Staff are reminded to conduct any personal business on their home computers/personal devices on their own time.
- b. Staff need to maintain separate professional and personal email accounts and should not use their Division account to set up a personal social media account.
- c. Staff and teachers are expected to model appropriate behaviours including in an online environment.
- d. Staff should ensure they familiarize themselves with the social media sites’s privacy policy and activate the appropriate privacy settings.
- e. Staff have a professional relationship with parents/guardians of students and the communities in which they interact with, it is important to maintain proper boundaries in these relationships. This includes maintaining a professional relationship and behaviour on social media.
- f. Staff should be aware that retweets/sharing, likes, favourites and any other online acknowledgement publicly are perceived by others as endorsements. These social media interactions need to be done with care.
- g. All staff have a right to free speech, and they also have an obligation to adhere to Division policies, procedures and protocols. Specifically, through *4.37 Responsible Use of Technology* and by signing *4.37A Technology Responsible Use Agreement – Employee*, staff acknowledge that personal social media account activity, may be subject to 2f.

Teachers shall also adhere to the *Saskatchewan Teacher’s Federation Code of Professional Ethics*.

## Appendices

5.33A Social Media Account Approval Form (*internal form*)

5.33B Social Media Management Agreement (*internal form*)

## Related

*4.14 Code of Conduct*

*4.37 Responsible Use of Technology*

*4.40 Informed Consent*

*4.42 Respect/Anti-Bullying*

*4.37A Technology Responsible Use Agreement - Employment (internal form)*

*4.40A Informed Consent – Students (internal form)*

*4.40B Informed Consent – Staff (internal form)*

*Technology Requests for Software, Hardware & Peripherals Protocol (internal document)*

*Saskatchewan Teachers’ Federation Bylaws – Code of Professional Ethics*