

## *Grand Erie District School Board* SOCIAL MEDIA GUIDELINES

Social media is an effective tool to connect and engage with students, parents, staff and the community. The use of social media is voluntary and accounts do not require Board or School consent; however, students, School Council representatives and staff should inform their principal when creating an account on behalf of a school or group within the school.

Considerations and best practices for students, School Council chairs and staff who administer social media accounts on behalf of a student group, a School Council, or an official school/board site are outlined below.

A personal account for staff, whether the individual identifies place of work or not, is considered public; staff must always consider their professional standards of practice. Board or school personnel may address an individual's choice of content that contradicts the Board's missions, vision and values.

Everyone should refer to the Code of Digital Citizenship for online conduct and behaviour.

### **Best Practices for social media accounts on behalf of a school, student/parent group, or Board could:**

1. Promote events (before, live or after-the-fact)
2. Promote public education and reflect well on the Grand Erie brand
3. Communicate during emergency situations
4. Repurpose content that is added to websites
5. Promote meetings, decisions, actions and highlights
6. Use social media as a tool for collaboration
7. Solicit feedback on various topics
8. Retweet/share information that promotes student, parent staff or community engagement



*Grand Erie District School Board*  
SOCIAL MEDIA GUIDELINES Continued

### Considerations

1. Respect others
2. Maintain confidentiality and privacy
3. Be clear, accurate and correct mistakes
4. Understand your personal responsibility with respect to the content created or shared
5. Consistently monitor and stay current with social media sites
6. Address comments, be thoughtful and respond in a timely manner
7. Build community, be positive and add value to the conversation
8. Understand that nothing is private
9. Avoid political or commercial endorsements
10. Be mindful when someone is expressing an opinion and when someone is being confrontational
11. Remain calm when topics, conflicts or issues arise: take time to respond thoughtfully
12. Posts in contravention of Board's values will be deleted
13. Report inappropriate or unsafe behaviour
14. Crisis lines are available if an individual is witness to someone reaching out for help or showing signs of possible distress. The following crisis lines are available to call for advice or support: Kids Help Phone: 1-800-866-6868; Brant: 1-866-811-7188; Six Nations: 1-800-445-2204; Haldimand-Norfolk: 1-866-327-3224

Official Grand Erie accounts are Twitter, Facebook and YouTube. Additional social media sites can be added with the consent of the Director of Education. The account is regularly updated and monitored during office hours, Monday to Friday from 8:30 a.m. – 4:30 p.m. The Manager of Communications and Community Relations will review requests for content.

