

Social Media Guidelines for Staff of Aspen View Public School Division No.78

Introduction

Administrative Procedure 622 is Aspen View Public School Division's policy governing the use of Cloud-Based applications which includes Social Media. AP622 defines Cloud-Based applications as follows:

Cloud-Based applications are applications hosted outside of Aspen View Schools' internal network facilities. Examples include productivity applications to produce and/or store documents, videos, or other forms of expression, but also include "social" applications that facilitate the sharing of information, photos, videos, opinions, and discussion.



The term **social media** includes services provided by sites such as Facebook, Google+, Twitter, LinkedIn, Tumblr, Wikispaces, Instagram and more. These services enable users to communicate to individuals and groups through text, video, photographs, and audio. In Aspen View Schools we encourage the exploration and purposeful integration of social media tools into our work in our learning organization as we believe these are modern tools of literacy, communication, learning and collaboration. Many of these services are the "de facto" standard through which people have come to expect to be able to interact with each other and other members of our organization. **It is important to remember that anything we do or post online as employees contracted to Aspen View Public School Division's is subject to the provisions of Administrative Procedure 622.**

Social media is similar to traditional media such as print, television, and radio in so much as information is being communicated to a public audience. Social media, however, allows each and every one of us the potential to immediately disseminate our opinions, thoughts, actions, etc. to a worldwide audience of staff, students, parents, community and other stakeholders.

Social media is based on the principle of transparency and openness. As always, these principles and all of our social media use must be guided by a strong foundation of Digital Citizenship and a deep sense of personal responsibility. In practice what this means is that our blog postings, wiki comments, Facebook status updates, YouTube channels, tweets, etc. are not appropriate spaces to engage in malicious or inappropriate behavior. You are always an Aspen View Public School Division's employee and as such, your interactions in social media spaces are judged according to a standard which is higher than that of a regular citizen.

Once again, as a publicly funded learning organization we want to make the most effective use of social media tools as possible for our staff and students. Employees who intend to use social media must understand and follow AP622. Below are some Guiding Principles for social media use for Aspen View staff.

Guiding Principles

Be truthful: Say who you are. It is good digital citizenship to present an honest picture of who you are within your social media interactions. Whether you state it or not, you are always an Aspen View Schools' employee.

Be credible: Comment within your area of expertise. If you are interested in a topic but aren't an authority on it make sure you say so. Avoid making comments about departments, schools, initiatives, individuals, etc. which are outside your area of expertise. Refer people to credible sources of information instead.

Be aware: The internet and its social media spaces are not anonymous. Your interactions in social media spaces leaves a digital footprint. You are in control of what that footprint looks like.

Be responsible: You are responsible for your own content. Think twice before you post; this includes re-posting someone else's content.

Be professional: We are the faces and voices of our school division to the students, parents, and community stakeholders we serve. This is true whether we are at the local rink or coffee shop, or in our online social media spaces. We are responsible for representing ourselves and Aspen View Public School Division in a positive and professional manner.

Be personable: Always remember that there is a human being on the receiving end of your post, status update, like, comment, or video post. Be yourself, but be mindful of how others may perceive you.

Be authentic: In order to experience the greatest benefit from social media an individual must participate in the discussion, collaboration, and co-construction of understanding and knowledge. Bring your talents and insights to the conversation.

Be appropriate: Employees must respect all laws including copyright legislation and offer citations for materials they have utilized. We must also seek to represent Aspen View Public School Division in a reputable manner at all times; even within our "personal" socialmedia spaces.

Staff Use of Cloud-Based Services in their Work with Students

Staff who are interested in the use of Cloud-Based services, such as social media, in the context of their duties are required to:

1. Review and understand the provision of Administrative Procedure 622.
2. Discuss their work related use of social media with their principal or department supervisor and provide their log in credentials to their principal or department supervisor.
3. Principals and other certified staff who wish to utilize Cloud-Based services, such as social media sites, with their students have an obligation to ensure their students are prepared with the necessary digital citizenship skills, and also inform parents that their students will be using these modern tools of literacy. These requirements are explained in more detail in AP622.

IMPORTANT:

Aspen View Public School Division does not collect the log in credentials to our employees' or students' personal social media spaces. However, our staff and students will still be accountable for their interactions and behavior in these spaces. As much as possible, keep your personal accounts for personal use and your Division presence for professional use. However, you are still an Aspen View Schools employee even in these "personal social media spaces".

References

Adapted from Elk Island Public Schools—EIPS Social Media Guidelines. <http://www.eips.ca/>

Digital Citizenship Policy Development Guide –Alberta Education, 2012. <http://education.alberta.ca/admin/technology.aspx>

Wolf Creek Schools - Administrative Procedure 141. <http://www.wolfcreek.ab.ca/documents/general/Procedure%20141%20-%20Use%20of%20Cloud-Based%20Applications%20and%20Data%20Storage%20Facilities%20.pdf>

Aspen View Public Schools Division – Administrative Procedure 622.

Adapted from Wolf Creek Schools - Social Media Guidelines. <http://www.wolfcreek.ab.ca/documents/general/SocialMediaGuidelines.pdf>