

**ST. CLAIR CATHOLIC DISTRICT SCHOOL BOARD  
POLICIES AND PROCEDURES  
SECTION B: ADMINISTRATION**

<b>SOCIAL MEDIA AND ELECTRONIC COMMUNICATIONS</b>	<b>POLICY</b>
<b>EFFECTIVE:</b> 2017 04 25	

**POLICY STATEMENT:**

The St. Clair Catholic District School Board believes that social media and electronic communication is integral to the education environment and should be available to staff and students for the purpose of student learning and for the business of the Board. The Board supports the appropriate use of electronic communications, social media and all technologies in a knowledgeable and responsible manner that is consistent with the mission of the Board.

**POLICY GOALS:**

1. To support the appropriate use of current and emerging information and communication technology tools and resources as a viable means to involve and engage colleagues and parents in academic dialogue and to conduct the business of the Board.
2. To promote the knowledgeable and responsible use of social media and electronic communication so that users interact in a respectful, safe and nurturing environment for learning and working.
3. To promote social media and electronic communication such that users are role models in their appropriate use of information and communication technology tools and resources.

**DEFINITIONS:**

**Appropriate Use** – Network users will conduct themselves in an ethical manner and are not permitted to transmit, request, submit or publish any defamatory, inaccurate, abusive, obscene, profane, pornographic, threatening, harassing, offensive, racist, illegal or any other inappropriate material, regardless of ownership of the equipment or network being used. All network users will ensure that all communication is in compliance with privacy legislation, and that all records in the custody and control of the Board that contain personal information that pertains to a student or other individual will be held in strict confidence. Network users must respect copyright laws and licensing requirements that protect software owners, artists, writers, and other creators, including the Board's logos.

**Personal Information** (MFIPPA: s 2.1) - Recorded information about an identifiable individual, including:

- a) Information relating to the race, national or ethnic origin, colour, religion, age, sex, sexual orientation or marital or family status of the individual,
- b) Information relating to the education or the medical, psychiatric, psychological, criminal or employment history of the individual or information relating to financial transactions in which the individual has been involved,
- c) Any identifying number, symbol or other particular assigned to the individual,

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- d) The address, telephone number, fingerprints or blood type of the individual,
- e) The personal opinions or view of the individual except if they relate to another individual,
- f) Correspondence sent to an institution by the individual that is implicitly or explicitly of a private or confidential nature, and replies to that correspondence that would reveal the contents of the original correspondence,
- g) The views or opinions of another individual about the individual, and
- h) The individual's name if it appears with other personal information relating to the individual or where the disclosure of the name would reveal other personal information about the individual.

**Social Media and Electronic Communications** – Computer-mediated tools that allow people to create, share or exchange user-generated information, ideas and pictures/videos in virtual communities and networks. Examples include, but are not limited to, email, LinkedIn, Twitter, Facebook, Instagram, Google, O365, YouTube, Blogger, MySpace, Instant Messaging, video conferencing, wikis, blogs and posting on video or picture-sharing sites and elsewhere on the internet. Emerging technologies that facilitate social media interaction and electronic communication are included in this definition.

**Users** – Administrators, academic and support staff, students, parents, volunteers, visitors and persons associated in any way with the Board, in relation to all Board computer equipment and networks and/or personal devices, while on or off Board property.