Medicine Hat Catholic Board of Education

Appendix II – Social Media Best Practices

Social media platforms provide additional communication tools for MHCBE and its schools. However, these tools do not replace traditional communications such as emails to parents, phone calls, website posts, etc. In most cases, messages posted by MHCBE and its schools to social media can also be shared through traditional channels.

1. Account Set-up/Maintenance
   1.1 Facebook Page, Twitter, Instagram, TikTok, YouTube
       1.1.1 MHCBE schools may establish a social media presence through social media platforms.
       1.1.2 All MHCBE school social media accounts shall be monitored by:
           1.1.2.1 MHCBE Communications Coordinator as the account owner.
           1.1.2.2 School administrator(s) as account contributor.
           1.1.2.3 At least one designated staff member as an additional account contributor.

2. Frequency of Use
   2.1 It is recognized as best practice for MHCBE and its schools to post to its social media platforms on a regular basis. However, it is important that posts be substantive and meaningful to their intended audience.
   2.2 Social media contributors are to monitor accounts regularly to ensure no inappropriate comments have been posted and to ensure timely response to questions and emerging issues.

3. Content
   Social media platforms function differently in regard to audience, presentation, relevance, incorporated media, etc. As such, account administrators ought to use judgment of which social media platforms are appropriate for each circumstance.

   3.1 Recommended content
       3.1.1 Breaking news, inclement weather days, late buses, etc.
       3.1.2 Messages already posted to websites, newsletters, etc. Use of web-hosted service to share web content to social media is recommended
       3.1.3 Awards and achievements
       3.1.4 Non-identifiable student work; or identifiable student work for which appropriate permissions have been obtained as per provincial legislation and MHCBE policy
       3.1.5 Notification and reminders of upcoming public events
       3.1.6 Answer questions or clarify misconceptions
       3.1.7 Promote school goals and plans

3.2 Content **not** recommended

    3.2.1   Student record information, or content that would identify students (student work, photographs, etc.) for which appropriate permissions have not been obtained

    3.2.2   Disparaging, discriminatory, defamatory, confidential, threatening, libelous, obscene or slanderous comments

    3.2.3   Copyrighted information

    3.2.4   Endorsements of any commercial products, services or entities