

Background

The Social Media Administrative Procedure is a corporate code of conduct that provides guidance to representatives of The Medicine Hat Catholic Board of Education who engage in social media activities for either personal or professional reasons. Representatives include elected trustees, permanent or temporary staff, contractors, volunteers or students whose comments may be interpreted as those of the Division.

Social media is defined as a collection of online tools that enable people to communicate and share information via the Internet. Social media accounts covered under this administrative procedure include but are not limited to: Division and/or individual MHCBE school accounts set up under Facebook, Twitter, Instagram, YouTube, LinkedIn and TikTok. Through the use of social media accounts, the Division wishes to provide additional communication tools with which to communicate with its stakeholders.

There is inherent risk in the participation in all social media activities as actions are publicly viewed on a global scale via the internet. Individuals are cautioned that there is no expectation of privacy regarding participation in social media activity.

Access to all Division and school social media accounts is to be consistent with AP 557 and is applicable regardless of whether social media activity occurs outside of regular school or work hours.

This administrative procedure strictly prohibits the violation of any laws, policies of the Board, or professional obligations of any participants in the Division or individual MHCBE school social media accounts. Consequences of any breach of the procedure will vary with respect to role of the individual(s) involved and the laws and/or policies deemed to have been breached; and could include, but not be limited to: loss of access privileges; loss of volunteer position; student discipline measures; employee disciplinary action including employment suspension or termination; complaints to professional bodies; or legal action, including criminal prosecution.

The procedures below have been developed to ensure appropriate and effective use of social media within and for Medicine Hat Catholic Schools. Following these procedures will ensure that MHCBE is represented in a positive, accurate and transparent manner.

Procedures

1. Division-based social media accounts shall be created by the communications coordinator only.
2. Division-based social media accounts shall be monitored by the communications coordinator.

3. School-based social media accounts shall be monitored by the communications coordinator, school administrator(s) and one designated staff member.
4. Those with approved access to school social media accounts are known internally as “social media contributors”. Social media contributors are responsible for posting content to school social media platforms with assistance from the communications coordinator.
5. Account passwords should be established and maintained by the communications coordinator and will be shared with school social media contributors once training has occurred.
6. Only school social media contributors and the communications coordinator should have access to school social media login information.
7. All information shared on MHCBE social media accounts is subject to applicable provincial legislation and division policies and procedures at all times.
 - 7.1 Personal information, including student names, location, etc., should not be posted on social media without informed consent from students’ parents/guardians. This includes, but is not limited to blogs, student work, individual and group photographs, videos featuring the student or other identifying information. Consent is provided via online student registration and can be found under “Media Consent” in the online student registration form.
 - 7.2 Particular care must be taken with students with identified custody/safety concerns.
 - 7.3 Staff must never disclose confidential information about the school, students and colleagues.
 - 7.4 Social media users shall comply with copyright laws.
8. The use of social media by MHCBE is meant to engage stakeholders and encourage communication.
9. The MHCBE communications coordinator and account administrators reserve the right to delete or remove any posting, photo, comment or mention that violates MHCBE policies, or that is degrading, discriminatory, defamatory or offensive in any manner.
 - 9.1 All social media accounts must be monitored by the MHCBE communications coordinator and social media contributors on a regular basis to ensure no inappropriate comments have been posted.
 - 9.1.1 Social media contributors should use professional judgement to determine if it is necessary to report a post or comment to MHCBE administration for further investigation.
 - 9.1.2 Where warranted, other comments should be responded to by social media contributors. Under certain circumstances, such as a direct question asked through a comment, sharing or referencing further information.
 - 9.2 Permanent or temporary staff, contractors, trustees, volunteers or students with Division-approved accounts are personally responsible for the content published online through social media.
10. The following *Social Media Terms of Use* will be posted on our division website:

Terms of Use Guidelines for Social Media

Medicine Hat Catholic Schools encourages open and engaging conversation. We ask that stakeholders express any concerns, ideas, or thoughts in a respectful, family-friendly



manner. Comments that do not follow the guidelines below will be removed and/or blocked from division and school social media platforms.

Obscene or disrespectful comments or posts will not be allowed. Comments that are abusive, hateful, or intended to defame anyone or any organization will not be permitted.

We reserve the right to delete comments that:

- *Are spam or advertising*
- *Are clearly off-topic or disruptive*
- *Advocate illegal activity*
- *Promote particular services, products, or political organizations*
- *Infringe on copyright or trademarks*
- *Violate any Medicine Hat Catholic Schools policies or procedures*

Individuals who do not follow the guidelines below will have their posts removed and/or be blocked from the division or school social media account.


You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided.

Finally, the comments and posts expressed by those involved in Medicine Hat Catholic Schools parent groups do not reflect the opinions and/or position of Medicine Hat Catholic Schools or its employees.

For more information about Medicine Hat Catholic Schools or to contact us, please visit our website at www.mhcbe.ab.ca or email communications@mhcbe.ab.ca.

[Appendix I: Social Media Guidelines for Staff](#)

[Appendix II: Social Media Best Practices](#)

Reference: Aspen View Public School	Approved: 
	Date Approved: February 2023
	Reviewed or Revised:

Note: References shall be updated as required and do not require additional approval

