

Electronic Communication - Employees

Policy 3115

STATUS: ADOPTED

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*ELECTRONIC COMMUNICATION – EMPLOYEES*

Board Approved and Codified: October 18, 2017

Last Revised: October 2017

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Description:

The Board of Education recognizes the benefits of employee access to electronic devices and electronic communication; however, the Board is also aware of the risks involved.

The intent of the Board is to enhance communication opportunities by staff to students and parents. The Board is committed to the responsible use of electronic communication and to minimizing the risks associated with the use of electronic communication, including the use of social media. To that end, there will be procedures and guidelines developed to guide the responsible use of electronic communications.

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#### Procedures and Guidelines:

##### Description:

This procedure has been developed to provide employees with guidelines to understand the impact of electronic communication and its appropriate use in order to ensure best practices and to mitigate both the School District's and employee's exposure to risk

#### 1. Terms of Reference

- 1.1 Electronic communication includes, but is not limited to: social networks, digital citizenship, digital footprint, social bookmarking, internet, email, smartphones, devices, blogging, tweeting, wikis, podcasts, video casts, video, audio, media, social bookmarking, texting, postings through apps using mobile devices using iOS or Android operating systems and also including current top examples: Facebook, Twitter, YouTube, Vimeo, Edmodo, Snapchat, Instagram, Google Drive, Google+, Hangout, Skype, Texting, Facetime, X-box, PlayStation, and Minecraft, etc.
2. Any use of electronic communication related to work or school must be of a professional, rather than a personal nature, and adhere to professional codes of conduct. Online activities must not interfere with the performance of an employee's duties.
3. Use of social networking websites and services must adhere to the British Columbia Freedom of Information and Protection of Privacy Act (FOIPPA) and the guidelines for teachers from the BC Ministry of Education Teacher Regulation Branch (TRB).

*Educators act with integrity, maintaining the dignity and credibility of the profession. They understand that their individual conduct contributes to the perception of the profession as a whole. Educators are accountable for their conduct while on duty, as well as off duty, where that conduct has an effect on the education system. Educators have an understanding of the education system in BC and the law as it related to their duties (TRB).*

4. Anything posted in an official or personal capacity will be perceived to be representative of School District 59. Electronic communication is an extension of the workplace. What is inappropriate in the workplace is also inappropriate online including criticizing students, employees or the School District. All employees are expected to model an appropriate online presence and to exercise good judgment to ensure that postings do not reflect negatively on the employee's professional reputation or that of the School District. Employees should not speak on behalf of the District or use district logos on private social media sites unless specifically authorized to do so.
5. School District 59 employees are personally responsible for the content they publish or repost online, and must remove any posts or comments on their social media sites that are not complimentary to the employer.
6. Employees should monitor contributions to any site they create, administer or moderate.
7. Any use of electronic communication that involves students must be focused on teaching and learning and not be linked to personal sites. School District 59 employees must not 'friend' current School District 59 students to their personal social media sites.
8. School District 59 tools are to be used for online communication with students, parents, other staff, and the community. Content must be formal, courteous and respectful and relevant to school related matters. Should employees wish to create other sites and/or use other online forums for communicating with students, they must obtain approval from the principal.
9. Employees must respect and model copyright and fair use guidelines. A hyperlink citation to outside sources is required. Employees must not plagiarize and must also give credit where it is due. When using a hyperlink, employees must be sure that the content of the linked site is appropriate and adheres to district and provincial standards.
10. Employees should ask friends not to tag them in any photos or videos without their permission and remove anything that is not appropriate to the employee's role in the School District. Videos or pictures of workplace events should not be posted on personal social media sites.
11. Employees who do not follow these terms and conditions may face disciplinary action.