



Social media, for purposes of this administrative procedure, should be broadly understood to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others.

As with all communication, PRSD believes principles of integrity, professionalism, privacy, and impartiality should be observed by staff when using social media.

When PRSD employees are communicating on behalf of the school or school division, they must always disclose their name and role.

PRSD employees must respect the strict confidentiality of all privileged information received in the conduct of school or division business.

When using social media, PRSD employees must do so responsibly, including an acknowledgement that opinions expressed are those of the individual, not of the school or school division. A disclaimer should be used, such as: “The postings on this site are my own and may not represent the school or division’s positions, strategies, or opinions.”

PRSD employees should always be aware of the effect their actions may have on their image, as well as the school and division’s image. The information that employees post or publish may be public information for a long time.

PRSD employees should be aware that the division may observe content and information made available by staff through social media. Staff should use their best judgement in posting material that is neither inappropriate nor harmful to the school, division, its employees, or students. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, proprietary, harassing, libelous, or that can create a hostile work and learning environment.

PRSD employees are not to publish, post, or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with their immediate supervisor.

Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. Employees shall refer these inquiries to authorized PRSD spokespersons; Board Chair or Superintendent/CEO.

If employees encounter a situation while using social media that threatening and becoming antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of their immediate supervisor.

Employees should get appropriate permission before they refer to or post images of current or former employees, students, parents, vendors, or suppliers. Additionally, employees should get appropriate permission to use a third party’s copyrights, copyrighted material, trademarks, service marks, or other intellectual property.

If employees post inaccurate information, it is to be corrected immediately. Employees should contact their immediate supervisor immediately and indicate the steps taken to remedy the situation.

Subject to applicable law, online activity that violates the expectations of this administrative procedure and/or violates the privacy of other individuals may be subject to disciplinary action as per AP #311 – Progressive Discipline and/or legal action by those individuals who may have been targeted through the social media posting.