



PRSD recognizes that parents/guardians communicate regularly through various social media sites. PRSD also encourages parent/guardians to be respectful when using social media and mindful that they have an important responsibility to be good digital citizenship role models to our students and the school communities.

As valuable partners of the PRSD community, parents/guardians have a responsibility to engage appropriately with social media when it comes to PRSD students and staff.

To this end, we have developed the following guidelines to provide support for parents/guardians when participating in social media activities, e.g. classroom blogs, community Facebook forums, emails, or any other social media platform(s) used by parents/guardians when referencing PRSD students and/or staff, either directly, or indirectly, in circumstances where another parent/guardian, staff member, and/or student is identifiable.

PRSD encourages parents/guardians to set and maintain high ethical standards and to be respectful in their use of social networking. Parental/guardian online behaviour should reflect the same standards of honesty, respect, and consideration that society expects and appreciates when having face-to-face interactions.

PRSD provides the following guidelines to parents/guardians when choosing to use social media.

Parent/Guardian Social Media Guidelines

- Parents/guardians are encouraged to be familiar with, and adhere to, the terms of use and site specific community standards of the relevant social media platforms/websites. This includes all federal and provincial copyright, privacy, defamation, discrimination, and harassment laws; including PRSD policies and administrative procedures.
- Parents/guardians are asked to not use or disclose any confidential information, post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful.
- Parents/guardians are asked to not make disrespectful or offensive comments about students, staff, and other parents/guardians. Parents/guardians should not comment on or forward unsupported information, examples, rumors or comments that might cause damage to PRSD students or a staff member's reputation.
- Parents/guardians are to be mindful that, by posting your comments and having online conversations etc. on social media sites, you are broadcasting to the world. Even with the strictest privacy settings, parents/guardians, should be aware that comments expressed in a social networking pages under the impression of a 'private conversation' may still end up being shared into a more public domain, even with strict privacy settings
- Parents/guardians should never discuss sensitive student and/or staff matters with other parents/guardians using social media outlets. As noted above when posting, even on the strictest privacy settings, parents/guardians should act on the assumption that all postings are in the public domain.



- Before posting photographs, and/or videos, permission SHALL be sought from the subjects contained within said material. This is especially the case where photographs and/or videos include other parents/guardians, students, and staff members. No photographs of PRSD students, with the exception of a parent's/guardian's own children are to be posted.
- Parents/guardians who come across negative remarks and/or postings about PRSD students and/or staff members are encouraged to share those posts with the school's respective principal.
- Parents/guardians are advised that reports of cyber bullying and other technology abuses may result in notification to the RCMP or other relevant authorities.
- Parents/guardians are encouraged to have frequent proactive discussions with their children around their use of technology, the internet, and social media application; including their expectations on how they should act when using social media.
- Parents/guardians are encouraged to speak to their children and ensure them that it is safe for them to speak to you when they experience troubles and/or inappropriate social media comments.

PRSD Response to Unacceptable Parent/Guardian Social Media Posts

When parents/guardians continue to, following a school/divisional request to cease, make defamatory social media statements about students and/or staff within the context of school-related events or instruction, these comments will be defined as harassment. PRSD will send to the parents/guardians a "Cease and Desist" letter.

The "Cease and Desist" letter will warn that if the recipient does not discontinue specified conduct, or take certain actions by a deadline set in the letter, PRSD will refer the matter to appropriate law enforcement authorities.