



ALCDSB Use of Social Media

The Algonquin and Lakeshore Catholic District School Board recognizes the use and value of social media to collaborate with colleagues and community partners, learn from our school communities and share valuable resources and highlights from our Catholic school system.

Modelling professionalism in all forms of communication is vital to maintaining public trust. As the use of social media becomes more prevalent, it is important to build and model strong online safety skills to establish an appropriate and positive digital footprint.

All employees of the Board are responsible for their conduct when using social media channels and are therefore expected to act in a professional manner at all times. Employees must be aware that what they publish online remains public and is a reflection of our Catholic school system.

The following is a guideline for all staff to establish best practices through their use of social media.

General Best Practices

- Social media used by the Board Office, school accounts and any individual staff members are utilized to inform parents/guardians, students, community members and other stakeholders.
- All accounts are intended to be 'push-feed' accounts. This means information is pushed to stakeholders with the goal of one way communication. This differs how individuals typically engage with followers and friends with personal accounts.
- The best practice for staff is to create separate class/school accounts to have a professional account and a personal account. Do not use one account for both purposes.
- Keep all posts positive and do not engage in negative or critical conversations online.
- Retweets, likes, shares, favourites, etc. are perceived as endorsements. These interactions should be limited and done with care.
- Familiarize yourself with Social Media privacy settings. Ensure privacy settings are appropriate and protect the privacy and confidentiality of students and their work.



- Ensure that you have permission to share a student's picture, name, school work, etc. This form is filled out by parents/guardians at the start of the school year and all school offices will have a record of this.
- If you identify yourself as a Board employee, your profile and related content should be consistent with how you wish to represent yourself with colleagues, parents/guardians and students. All profiles and content is a reflection of our Catholic school system.
- Remember that as a publically-funded school board, we are non-partisan and all content needs to reflect this. That includes likes, re-tweets, shares, etc.

Facebook

Facebook is a popular social networking website that allows users to connect with friends, family, businesses and the community.

- The Board, School or Parent Councils are using Facebook, this page needs to be a business page – not a personal profile. Facebook “pages” include unique tools that “profiles” don't have. For example, the administrator of an account can see how many people the post has reached.
 - Parents/Guardians, community members, etc. can “Like” and “Follow” a page to receive updates.
- This is a “push” information site – only one way communication.
- All information must pertain to the Board, school or local community for information.
- Try to add a picture or link to your posts. This will help the post to catch more attention. For example: providing a link to your school website for more information.
- Ensure that your “About” section is accurate. This will allow followers to make sure they are following the correct account. For example: Catholic Elementary School in Kingston, Ontario. Kindergarten-Grade 8. For more information, please visit our website...
- Turn off “Facebook Chat” – under “General” in Settings.



Twitter

Twitter is an online social networking platforms that enables to send and read short messages called “tweets.” Other users can read and re-post tweets.

- Ensure that you have an appropriate Twitter name and Twitter handle (a Twitter handle is what appears after the @ sign – for example, @alcdsb).
 - To change your Twitter name: when you go to your profile page, click “edit profile” and this will allow you to change your Twitter name, profile photo, banner, description, colour, add a website link, etc.
 - To change your Twitter handle: select ‘settings’ from the top right hand corner of the page – edit your ‘username’
- Do not use one account for both personal and professional posts. Ensure that you are differentiating between the two.
 - If you are using Twitter as a Board employee, make sure to identify yourself in your Twitter bio. For example: Grade 6 teacher with the Algonquin and Lakeshore Catholic District School Board.
- If you identify yourself as an agent of the board:
 - Remember that the Board is non-partisan and all content needs to reflect this
 - Anytime you like/share content, do so for information or educational purposes
 - Use your Twitter account for sharing resources, highlight good news from your classroom, send reminders to your parent/guardian community and interact with community partners
- Include @alcdsb as much as possible in your tweets, so that the Board account can view them and share.

Other Social Media Accounts

For all other social media accounts, please follow the above mentioned best practices. If employees are ever unsure of a social media platform, please contact the Director’s Office.

For more information, please review the Board’s Digital Citizenship Administrative Procedure: <https://www.alcdsb.on.ca/Board/Policies/Documents/Administration/Digital%20Citizenship%20A-2014-05-1/02.%20Administrative%20Procedures%20-%20Digital%20Citizenship.pdf#search=digital%20citizenship>