

District School Board of Niagara

POLICY

SECTION:	HUMAN RESOURCES - GENERAL	POLICY:	E-16
TOPIC:	ELECTRONIC SOCIAL MEDIA	PAGE:	Page 1 of 1
		DATE:	May 2011
REVIEW DATE:	May 2016	REVISED:	

The District School Board of Niagara is committed to supporting staff use of electronic social media to interact knowledgeably and responsibly as it is recognized that part of 21st century learning is adapting to the changing methods of communication. Electronic communication and social media create new options for extending and enhancing education when used responsibly and professionally and its use by staff is recognized as a viable means to involve colleagues, parents, and students in academic dialogue.

The Board recognizes that all employees are role models and that parents entrust them with the duty to educate their children. The use of electronic communication and social media has the potential to affect this trust and as such, it is expected that social media be used appropriately. All staff members are expected to represent themselves in electronic social media the same way they would in person and to maintain the ethical standards of care, trust, respect and integrity.

Non-compliance by staff with Electronic Social Media Policy may result in sanctions and/or the imposition of appropriate discipline.

The District School Board of Niagara has been utilizing Social Media in communicating with both Board staff and the general public, e.g., Facebook and Twitter, etc. Individuals who are non-compliant with the appropriate use of the Electronic Social Media sites may have their usage restricted or removed.

Reference:

Administrative Procedure 5-29: Electronic Social Media