## 24.1 SOCIAL MEDIA POLICY

### POLICY

To safeguard the Center's reputation by setting clear guidelines for the behaviour of students, staff, and administrators on social media platforms. This helps to mitigate the risk of online incidents that could reflect negatively on the school.

### SOCIAL MEDIA GUIDELINES FOR STUDENTS

These guidelines should not only promote responsible online behaviour but also ensure a safe and inclusive environment for all students.

- SNF Development Center reserves the right to request school-related images or content posted without permission to be removed from the internet.
- Students should not post or link anything (photos, videos, web pages, audio files, forums, groups, fan pages, etc.) to social networking sites that are inappropriate.
- Never share personal information, including, but not limited to, phone numbers, addresses, birthdates, and pictures with parties you do not know about or on unsecured sites.
- Students should keep their passwords secure and never share passwords with unknown people.
- Use of SNF logos or images on personal social networking sites is prohibited.

### SOCIAL MEDIA GUIDELINES FOR PARENTS

Parent social media guidelines are essential to help parents navigate the digital world responsibly, model appropriate online behaviour, and ensure the safety and well-being of their children in the online environment. SNF encourages parents to view and participate by adding comments to classroom projects when appropriate.

- Parents should not attempt to destroy or harm any information online.
- Parents should not upload or include any information that does not meet the Student Guidelines.
- Parents should refrain from sharing any confidential or sensitive information about other students, staff, or families on social media platforms, respecting the privacy and confidentiality of other individuals.
- Parents must promote positive interactions, respectful communication, and the celebration of diverse abilities and achievements.
- Prior to sharing any photos, videos, or personal anecdotes involving other students or staff members, obtain explicit consent from the individuals or their legal guardians
- Parents must refrain from posting or sharing any content that may be considered offensive, discriminatory, or inflammatory.
- Maintain a courteous and respectful online demeanour, refraining from engaging in cyberbullying, negative commentary, or any form of online behaviour that may undermine the integrity and well-being of students with special needs.

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- Respect copyright and intellectual property rights by acknowledging and crediting the original sources of any content shared on social media platforms.
- Promptly report any instances of inappropriate online behaviour, cyberbullying, or unauthorized sharing of confidential information to the appropriate authorities

**SOCIAL MEDIA GUIDELINES FOR STAFF**

SNF employees are personally responsible for the content they publish online. Staff must be mindful that what they publish will be public for a long time.

- Staff should familiarize themselves with the organization's social media policy and guidelines.
- Online behaviour should reflect the same standards of honesty, respect, and consideration that staff is expected to use face-to-face.
- The lines between public and private, personal, and professional are blurred in the digital world. By virtue of identifying as an employee online, staff are now connected to colleagues, students, parents, and the school community. Content associated with any member of staff must be consistent with work at school.
- When contributing online do not post confidential student information.
- Maintain a professional tone and demeanour on social media, like how you would in a professional setting.
- Avoid sharing overly personal or controversial content.
- Be cautious about posting during work hours, and avoid excessive social media use during work time.
- Ensure that the information you share is accurate and fact-checked.
- Give proper credit to original content creators when sharing their work.
- If you come across any inappropriate or concerning content or behaviour on social media, report it to the appropriate channels within the organization.

**DISCLAIMERS**

SNF Development Center, employees must include disclaimers within their personal blogs/ vlogs that the views are their own and do not reflect on their employer.

**PERSONAL USE OF SOCIAL MEDIA SUCH AS YOUTUBE, FACEBOOK, INSTAGRAM AND TWITTER**

SNF employees are personally responsible for all comments/information they publish online. Staff must be mindful that what they publish will be public for a long time. It's important to maintain a balance between staying connected, sharing content, and protecting your privacy.

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