

## **Directive: Social Media Use**

### **Category: Administrative Management**



#### **PREAMBLE**

In an effort to suitably equip staff, to make use of technology and to efficiently communicate with our students, their parents, our partners and the community, the Yukon Francophone School Board (Commission scolaire francophone du Yukon – CSFY) encourages the responsible use of social media according to netiquette and the framework established by this directive.

#### **DIRECTIVE STATEMENT**

The CSFY supports digital citizenship initiatives and the use of social media. This directive outlines the framework established by the CSFY to allow staff members to use social media in the execution of their duties.

### **1. EDITORIAL POLICY**

#### **1.1 Objectives**

##### **Social media content aims to:**

- Promote the CSFY and its schools, as well as their activities and their successes;
- Share items of interest with the public, in particular students, parents and partners;
- Interact and exchange with the public, and to learn their opinions on various topics;
- Allow for discussion on topics related to public education.

#### **1.2 Target audience**

**The main audience that the CSFY and its schools would like to reach via social media are:**

- Current students and their parents;
- Future students and their parents;
- Staff members;
- Local and national partners;
- The Franco-Yukoner community;
- The media;
- The education sector as a whole.

### 1.3 Content management policy

**All content circulated on social media by the CSFY and all its users, including employees and students, shall:**

- Be of a public nature: it must be accessible to anyone;
- Consist of verified and accurate information. Users are responsible for ensuring the veracity of the content they publish;
- Be related to public education;
- Respect the private lives of students and staff;
- Not include any identifying information or any private information which could be traced back to a student, without his/her written permission;
- Require parental authorization in order for student photos or art projects to be posted (forms to be signed by parents are available from the school office);
- Comply with applicable legislation, including the *Canadian Charter of Rights and Freedoms* and the *Criminal Code* ;
- Comply with applicable copyright laws, such as indicating a document's source or author, photography credits, etc. The CSFY cannot be held responsible for publications in contravention of the *Copyright Act* or any other intellectual property rights legislation;
- Not contain any sarcastic, defamatory, hateful, racist, xenophobic, homophobic, coarse or offensive language. Vulgarity will not be tolerated;
- Not contain any partisan or competitive position;
- Not contain any comments that might encourage or suggest illegal activity;
- Be subject to having any comment or publication in contravention of these rules removed by administrators.

### 1.4 Administrators

- All digital platforms (blogs, Twitter accounts, websites, Facebook pages, etc.) belonging to the CSFY and its schools are managed and coordinated by the CSFY communications coordinator in collaboration with the school administrative assistants. The goal is to ensure that all passwords and access codes are in the same place and available as needed.
- Given that social media accounts can only be deleted or modified by the administrator who created them, we request that you do not create a social media account, page, group, etc. which names the CSFY or its schools. Please refer to the following page and Page 4 for information regarding professional Facebook and Twitter accounts.
- If you wish to create a Facebook or other social media group, please request permission from the principal first, who will review the proposal before forwarding it to the CSFY communications coordinator. Please refer to the following page regarding creation of a professional Facebook group.

## 2. SOCIAL MEDIA USE POLICY

Employees shall not share information about students, including photos and student projects, on their personal Facebook page, their personal Twitter account, their Instagram account, or any other digital platform that is not managed by the CSFY and its schools. This is to ensure compliance with the agreement signed by parents which allows the CSFY and its schools to use photos of their child for specific promotional and communication purposes.

Employees shall not create a social media page or account that links them to the CSFY or its schools using their personal email address. Please refer to the information below regarding creation of a professional Facebook account and the following page regarding creation of a professional Twitter account.

If you wish to create an account or page for a certain school activity (e.g. cultural integration, early childhood, exogamy, etc.), you must first submit a request to the principal for consideration. The principal will determine the best tool to use to reach the target audience and the best way to administer the account or page.

Staff members shall not use social media for personal means when in a classroom with students present.

### 2.1 Facebook

#### Publications on the Facebook pages of the CSFY and its schools

Staff members wishing to promote an event, activity, project, etc. on a Facebook page belonging to the CSFY and its schools shall follow the below procedure:

1. Email the information to the CSFY communications coordinator at [info@csfy.ca](mailto:info@csfy.ca), indicating who is involved, the date, the place, a brief description, and a photo if possible.
2. Depending on the content, the information will be posted on the Facebook pages of the CSFY and its schools and, afterwards, employees will be able to share the information or like the post from their personal and/or professional accounts.

#### Creation of a professional Facebook account

Staff members of the CSFY and its schools wishing to create a professional Facebook account in order to share with students and colleagues can do so by adding “csfy” after their name to identify that it is a professional account (e.g. “Marc Champagne csfy”) and using their [@yesnet.yk.ca](mailto:@yesnet.yk.ca) email address to create the account. All staff members will use the “csfy” tag after their name and not a school’s name in order to avoid having to change an account name if a teacher switches between teaching at elementary and secondary school.

#### Facebook groups

Staff members of the CSFY and its schools wishing to create a Facebook group for a specific purpose, such as to reunite graduates and alumni, must make a request to the school principal, who can verify if a similar group already exists. This is to avoid creating several Facebook groups with the same theme. At the same time, the school principal can note down

the account of the person administering the group so he/she can be contacted if the group needs to be modified or shut down, given that only the person who creates a group can delete or modify it.

## **2.2 Twitter**

Employees of the CSFY and its schools shall be able to follow CSFY school Twitter accounts. School Twitter accounts shall be managed by school principals and administrative assistants. School Twitter accounts shall be able to “retweet” your professional Twitter account posts. Please note that if you wish to use Twitter for work and to communicate with your students, it is important to do so via your professional account, not your personal one.

### **Here is the procedure to follow to create a professional Twitter account:**

Account identification shall use the following nomenclature: [First Name] [Last Name] (e.g. Paul Tremblay).

The username shall include an abbreviated version of your name with the tag “\_CSFY” at the end. The username in this example would be “Ptremblay\_CSFY” or “PTremb\_CSFY”. All staff members of the CSFY and its schools shall use “\_CSFY” in their username, in order to be inclusive of all CSFY schools.

For security reasons, please use a different password than your email and network connection passwords.

### **Email address**

Use your YESNET email address (@yesnet.yk.ca) for your account.

### **Security settings**

Include a description that clearly indicates your position with the CSFY and add that your Twitter profile is used for professional purposes.

### **Content**

Follow the guidelines outlined in Section 1.3 of this directive, as well as those outlined in Section 3 with regard to comment management.

### **Subscriber management**

Tweets must always be shared and responded to in a professional manner.

### 3. COMMENT MANAGEMENT POLICY

This policy allows user comments to be handled according to their nature. The policy outlines the overarching principles to be respected, without in any way discounting the administrator's judgement or situations to be dealt with on a case-by-case basis.

#### 3.1 Comment management

Through its presence on various social media, the CSFY aims to open the door to constructive and respectful discussion with web users and accepts that both positive and negative comments will appear on its platforms. All actions are centred on a professional and educational perspective.

**Tone and conversation:** Adopt a conversational tone while maintaining a professional discussion.

**Language quality:** Ensure your spelling and grammar are impeccable.

**Internal review:** It is recommended that any response relating to a potentially controversial subject or sensitive topic be first approved internally and cite sources, as applicable.

**Respect:** Respect the opinions of web users in a non-judgemental manner.

**Transparency:** Identify yourself as a CSFY employee, when necessary (e.g. when interacting on a non-CSFY platform), and use your initials when a response is not coming from the identified community facilitator.

**Etiquette:** Always use a respectful tone and formal language when addressing a web user.

**Accessibility and response time:** Read and respond to web user comments in a timely manner.

**Concision:** Provide clear and concise responses in compliance with the writing and conversation rules of each social media platform.

**Share:** Avoid self-promotion, but instead share interesting, worthwhile content and participate in online discussions.

**Redirection:** Social media shall not be used for lengthy discussions. When a second response from the CSFY does not bring a conversation to a close or when personal information is requested, inform the user of the best method to get in touch in order to resolve the issue on a "one-to-one" basis (email, phone number, etc.). Social media users can also be directed to contact the appropriate department via an email address provided to them. Follow up to make sure the issue is resolved.

#### **4. SOURCE**

This policy draws upon other policies in the education network and the Social Media Use Guide produced by the Yukon Government, Communications Branch of the Executive Council Office, dated January 2012.

Please contact the CSFY communications coordinator with any questions or comments relating to this directive.