

<b>CLASS Business Unit:</b>	Corporate
<b>Operating Procedure:</b>	Acceptable Use of Social Media
<b>Reference:</b>	CC-PRO-001-2023
<b>Adopted:</b>	June 7, 2023
<b>Revised:</b>	

## 1.0 Preamble

Chatham-Kent Lambton Administrative School Services (CLASS) is a joint venture between the Lambton Kent and St. Clair Catholic District School Boards. CLASS is equally owned by the Boards who mutually benefit in the provision of shared services. CLASS is comprised of different business units including Student Transportation Services, Community Use of Schools, Child Care Services and Energy & Environmental Services. CLASS recognizes the important role social media can play and its appropriate use should be available to all stakeholders. It is the goal of CLASS to have clear and effective communication using a variety of methods, including social media platforms.

## 2.0 Responsibility

These guidelines are the responsibility of CLASS. There will be a designated staff member(s) that will act as the social media account administrator(s). Designated staff are responsible for exercising professional discretion in the use of the CLASS social media pages.

2.1 The creation and management of official CLASS social media accounts, including management and access, password protection, security and appropriate user behaviour should be in alignment with other CLASS policies and procedures dealing with privacy and responsible use of technology.

2.2 The designate will take care in regard to issues of privacy, copyright infringement and proper electronic communication etiquette.

2.3 The designate will understand and comply with the CLASS Privacy Policy.

2.4 CLASS will obtain consent for sharing images / information from any stakeholders, including, but not limited to: school staff, students, bus operators, community use groups, etc.

2.5 CLASS will ensure technology and networks services are not used for purposes that cause, directly or indirectly, excessive strain on computing facilities, which could disrupt other users or systems.

2.6 CLASS retains ownership, control and copyright over any posts / images created, composed or otherwise developed in-house.

2.7 The designate will be professional, respectful and careful in what is posted on the social media accounts. Tone must be considered.

2.8 The designate is responsible to ensure any information shared on social media is accurate and based in fact.

2.9 The designate is responsible to regularly monitor any content on the social media pages and has the authority to remove anything that is not appropriate.

2.10 The designate is responsible for ensuring logins & passwords are secure and accounts are setup in a way that can easily be transitioned in event of changing roles at CLASS.

### **3.0 Terms of Use and Conditions**

The use of social media is guided by the ethical and professional principles outlined in existing policies and procedures.

CLASS will not allow obscene, explicit or racial comments and / or posts, nor will allow comments that are abusive, hateful or intended to defame any individual or organization.

The CLASS social media pages are not for personal use. Comments / posts involving personal issues with CLASS or its member boards, service provider or an employee will be removed.

CLASS reserves the right to delete comments that are considered to be:

- In violation of any CLASS or its member boards' policies
  - Personal attacks, insults or threatening language
  - Inflammatory, off-topic or disruptive
  - Private, personal information published without consent
  - Links to material not related to the discussion
  - Spam
  - Advertising or promotion of services, products or political organizations
  - Promotion of illegal activity
  - Copyright or trademark infringement
- Participants use social media at their own risk, take personal responsibility for all comments, usernames and other information posted. It is recommended that participants/users regularly review security settings.

## **4.0 Procedure**

### **4.1 General Processes & Expectations**

4.1.1. Administrative access to social media pages will be limited to a few staff and passwords for access should be updated at a minimum when administrators change.

4.1.2. Any social media accounts created should be set up with a generic CLASS email address, not tied to any one individual staff member.

4.1.3. Any social media accounts created should be considered 'public', and therefore open to anyone to follow. CLASS will not operate 'closed' groups or pages.

4.1.4. CLASS staff will be provided with appropriate training and/or have familiarity with the specific social media platforms to effectively administer the account(s).

4.1.5. Effective social media accounts require regular relevant content updates to engage their audience. Analysis should be conducted on a semi-regular basis to help determine popular content and how to utilize it for future posts.

4.1.6. The CLASS staff member responsible for social media has ownership over the content posted on the account(s). This person is NOT responsible for comments posted by other users and reserves the right to remove content that is not appropriate.

4.1.7. Comments regarding individual issues with CLASS or any associated body (school, school board) will be removed.

## **4.2 Electronic Communications Etiquette**

4.2.1 Conciseness – keep messages brief; reading digital messages can be difficult for some and reading a lengthy message can be discouraging and not read thoroughly.

4.2.2 Completeness – ensure posts and/or responses answer any questions and pre-empt further questions.

4.2.3 Mind spelling and grammar – ensure spelling, punctuation and grammar is accurate; otherwise, the message could be perceived as unprofessional and/or difficult to read or understand.

4.2.4 Capitals – use of CAPITALS throughout a message can be perceived as shouting; use them for emphasis only, as necessary.

4.2.5 Read before posting – proofreading a post will provide an opportunity to check spelling, grammar, format, and clarity of the message; read from the perspective of the stakeholders and edit as necessary.