

<b>CLASS Business Unit:</b>	Corporate
<b>Operating Practice:</b>	Social Media Policy
<b>Reference:</b>	CC-PO-001-2023
<b>Adopted:</b>	June 15, 2023
<b>Revised:</b>	

## **Policy Goal**

It is the goal of CLASS to have clear and effective communication using a variety of methods, including social media. CLASS encourages the appropriate use of this tool as a means to inform and engage our stakeholders. CLASS is committed to the responsible use of social media communications to ensure users interact in a respectful way.

## **Policy Statement**

CLASS supports the use of social media in a knowledgeable and responsible manner. This will be used in a legal, efficient, relevant, and morally responsible manner.

## **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 Environmental Sustainability Services.

## **Definitions**

*Appropriate Use* – Users are not permitted to transmit, request, submit or publish any defamatory, inaccurate, abusive, obscene, profane, pornographic, threatening, harassing, offensive, racist, illegal or otherwise inappropriate material. Users will ensure all communication is in compliance with privacy legislation. Users must respect copyright laws and licensing requirements that protect software owners, artists, writers and other creators.

*Social Media & Electronic Communications* – Digital tools that allow people to create, share or exchange user-generated information, ideas and pictures/videos in virtual communities and networks. Examples include, but not limited to; email, Facebook, Instagram, Google, YouTube, TikTok, video conferencing, blogs and posting on other picture-sharing sites elsewhere on the internet. Emerging platforms and technologies that facilitate social media interaction and online communication are included in this definition.

*Users* – administrators, academic and support staff, students, parents, and any persons that would be considered stakeholders of CLASS.