

Social Media Terms of Use Guidelines

We Value Open and Transparent Communication

The Simcoe Muskoka Catholic District School Board (SMCDSB) is pleased to use social media to engage in conversations and build relationships with our key stakeholders, including parents, students and staff.

Using social media fits within the mandate of our multi-year strategic plan *Our Faith ~ Our Future* as it actively supports parent and staff engagement, encourages proactive two-way communication and promotes the building of relationships based on mutual respect and support.

To this end, we expect all students, staff, parents and members of the larger community to adhere to the following guidelines and terms of use when posting to any Simcoe Muskoka Catholic District School Board social media account.

The Parameters of Appropriate Communication

- ✦ Prior to posting to a SMCDSB social media account **all staff and students** of the Simcoe Muskoka Catholic District School Board are expected to become familiar with our board's policy on responsible use of Information, Communication and Collaborative Technology – *Board Policy LE-25 (provide link)*, especially Section 8, which deals with social network and electronic communication
- ✦ The following three responsibilities should be considered when posting to a SMCDSB social media account:
 - Educate yourself and connect with others
 - Respect yourself and respect others
 - Protect yourself and protect others
- ✦ As a Catholic school system we have specific expectations for our students, staff and community members, which are formed in our faith traditions and are outlined in *Ontario Catholic School Graduate Expectations*.

Of particular note, we encourage all those posting to our social media accounts to be:

- **Responsible citizens** who act morally and legally as a person formed in our Catholic tradition and who accept accountability for their own actions and contribute to the common good
- **An effective communicator** who uses and integrates Catholic faith tradition, in the critical analysis of the arts, media, technology and information systems to enhance the quality of life

(Ontario Catholic School Graduate Expectations – Institute for Catholic Education)

Terms and Conditions of Use

- ✦ Staff administrators of SMCDSB social media accounts will be available to monitor, comment and post new content during regular business hours – Monday to Friday from 8:30 a.m. to 4:30 p.m. Message or questions posted outside of these hours will be addressed the next school day.
- ✦ We reserve the right to remove, refuse comment or edit any content which is posted to a SMCDSB social media account
- ✦ Comments that do not adhere to the following terms and conditions are not allowed and will be removed at the discretion of the account administrator:
 - Obscene, racial or disrespectful comments
 - Abusive or hateful comments
 - Comments that are intended to defame a person or organization
 - Spam or advertising
 - Comments to advocate illegal activity
 - Copyright or trademark infringements
 - Posts that promote particular services, products or political organizations
 - Posts that violate policies and procedures of the SMCDSB
- ✦ Comments and posts expressed by others on SMCDSB social media accounts do not reflect the opinions or position of the SMCDSB or its employees
- ✦ All subjects who are photographed for use on social media must complete the SMCDSB Consent Form (Appendix G). If the form is not completed by the subject the SMCDSB reserves the right to remove the post.
- ✦ Participation on SMCDSB social media accounts is at your own risk. Participants must take personal responsibility for their comments, username, password and any information provided.
- ✦ The SMCDSB requires all principals to have access to their respective school's social media accounts. The school principal is responsible for ensuring that all material posted on their school's social media account(s) meets the Terms and Conditions of Use.
- ✦ The SMCDSB reserves the right to ensure all SMCDSB school social media accounts follow a cohesive branding style (i.e., @SMCDSB_PET, @SMCDSB_HTR). This includes approved use of the school or board logo and other branding conventions established by the board office.
- ✦ The Communications Department at the SMCDSB will ensure all schools are provided with a school branded Twitter banner for their school accounts.