

	<ul style="list-style-type: none"> • Principals will send this list and any changes or updates to the Principal Mentor and Communications. <p>1.3. Only staff who are designated administrators or editors may post on the school Facebook page.</p> <p>1.4. School news that is shared on social media must be communicated using the official school Facebook page.</p> <p>1.5. Staff may send requests to post news or photos on the school Facebook page to the Principal/Principal designates to post.</p> <p>1.6. Communications may assist with posts if school Facebook administrators are not available.</p> <p>1.7. Principals will send requests to change or update permissions for administrator or editor access to school Facebook pages to Communications.</p> <p>1.8. Internal KTCEA emails or letters to KTCEA staff should not be shared externally or on social media.</p>	<p>Principal and/or 1-2 staff designated as the school Facebook editors/ administrators.</p> <p>Principal or designates</p> <p>Staff</p> <p>Communications</p> <p>Principal</p>
2.	<p>Digital Sign bulletins on behalf of a school:</p> <p>Posts or bulletins made on the internal and external digital signs, on behalf of a school, must be approved by the Principal or Principal designate.</p> <p>2.1 Principals are responsible for managing the school digital sign bulletins through the Carousel platform.</p> <p>2.2 Principals have administrator access to program the inside and outside digital signs.</p> <p>2.3 Principals may designate 1-2 staff to have administrator access to Carousel platform to program the inside and outside digital signs.</p> <p>2.4 Requests to Communications to add or update administrator access to Carousel must be made by the Principal.</p> <p>2.5 Principal or designates may request support, advice or training from Communications to make bulletins or post photos on school digital signs.</p> <p>2.6 Communications will approve external bulletins for the outside digital signs submitted by administrators through Carousel.</p> <p>2.7 Bulletins requested by community members may be approved by the Principal and Superintendent/Communications.</p>	<p>Principal</p> <p>Principal</p> <p>Principal</p> <p>Principal</p> <p>Principal or designates</p> <p>Principal or designates</p> <p>Principal or designates Communications</p>
3.	<p>Social Media or Digital Sign posts on behalf of KTCEA:</p>	<p>KTCEA Staff, Supervisors,</p>

	<p>Posts or bulletins made on behalf of KTCEA or a KTCEA branch must be approved by the supervisor or the Superintendent/communications.</p> <p>3.1 The Superintendent and/or Communications may make posts on KTCEA and school Facebook pages and on the school inside or outside digital signs.</p> <p>3.2 KTCEA staff may send requests to make posts or bulletins on behalf of KTCEA to Communications for sharing on Facebook or Digital Signs.</p> <p>3.3 Once content is approved, Communications staff may make posts on the KTCEA Facebook page, on school Facebook pages, or on school Inside/Outside digital signs.</p>	<p>Associate Superintendents, Superintendent, Communications</p> <p>Communications</p> <p>Communications</p>
<p>4.</p>	<p>KTCEA Website:</p> <p>4.1 Superintendent’s Office or Communications approval is required for all updates, content and documents posted on the KTCEA.ca website.</p> <p>4.2 KTCEA Communications manages the KTCEA website and content for the school webpages, located on KTCEA.ca.</p> <p>4.3 Content shared on the website must be approved by KTCEA Branch Directors and/or the Superintendent prior to a request to communications.</p> <p>4.4 Steps for website updates and additions:</p> <p>4.4.1 Staff will send requests for website updates to their supervisor (e.g. news, resources, job postings, draft content, etc.).</p> <p>4.4.2 Supervisors will approve and send to communications (Communications Coordinator, Communications Manager).</p> <p>4.4.3 Communications will inform the Superintendent of updates and new links, and seek approval where required.</p>	<p>Communications staff</p> <p>Communications</p> <p>Directors Superintendent</p> <p>Staff</p> <p>Supervisors</p> <p>Communications</p>
<p>5.</p>	<p>Respect, Privacy and Confidentiality:</p> <p>5.1 Posts and responses shared on KTCEA or school Facebook pages or digital signs must be respectful, non-harassing and respect the privacy, confidentiality of students, staff and community members.</p> <p>5.2 Responses to comments or Facebook messenger should be brief, accurate and professional in tone.</p>	<p>Principal or designate Communications</p>

	<p>5.2.1 Messenger responses will appear as a response from the school name to the individual who sent the message.</p> <p>5.2.2 In most cases, questions received via Facebook messenger should be referred to follow-up directly with a school teacher or principal.</p> <p>5.3 Staff using social media on behalf of KTCEA or a school will respect copyright laws.</p> <p>5.4 KTCEA and schools may publish student photographs, videos, audio, information or artwork/school work by students or individuals in KTCEA facilities or sites on social media or websites, with consent. More details and consent forms are provided in AP 150 KTCEA Communications.</p> <p>5.5 Content that identifies an individual, such as a last name, phone number or address, is prohibited on social media sites and in postings, unless approved by the Principal, Superintendent, or required for business purposes.</p> <p>5.6 All content accessed or transmitted on social media, notably photographs in particular, shall comply with and adhere to the</p> <ul style="list-style-type: none"> • Freedom of Information and Protection of Privacy Act • Canadian Charter of Rights and Freedoms, • Canadian Criminal Code • Copyright Act. • AP 307 Student Information • AP 140A Responsible Use of Technology – Students • AP 140B Responsible Use of Technology – Staff • AP 150 KTCEA Communications <p>5.7 Staff using social media shall ensure that the ethical standards for the teaching profession apply at all times, whether in a traditional school setting or online environment (140A Responsible Use of Technology – Students and 140B Responsible Use of Technology – Staff).</p> <ul style="list-style-type: none"> • Online communication between staff and students must be related to course work, school-sanctioned clubs or activities. <p>5.8 Social media accounts created by staff for the purpose of their respective roles, such as class twitter accounts or class blogs, may not be used for personal or non-educational purposes.</p>	
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Definitions:

Social media – refers to electronic access to and use of KTCEA website, KTCEA or school Facebook pages, and the school inside/outside digital signs for public communication and news on behalf of KTCEA or the school. Currently, KTCEA and schools use Facebook pages as the primary platform for social media.

Procedures for social media use for education or teaching (class blogs, class twitter accounts, etc.) and responsible use of KTCEA networks and technology by staff and students is addressed in 140A Responsible Use of Technology – Students and 140B Responsible Use of Technology - Staff.

School Digital Signs – refers to the inside/outside digital signs installed at each school to share news with the students, parents and community.

Carousel – refers to the platform used to program the school digital signs.

Principal designate – means the Principal and/or 1-2 staff persons designated by the Principal as administrators or editors of the school Facebook page or digital signs.

References:

Policy 6: Communications and Community Relations

AP 150 KTCEA Communications

140A Responsible Use of Technology – Students

140B Responsible Use of Technology - Staff.

Information Protection Act

Canadian Criminal Code

Copyright Act

Teaching Profession Act

Procedure Amendments and Updates

The responsibility for updating and amending this procedure rests with the Superintendent's Office/Communications Manager.