

SOCIAL MEDIA GUIDELINES FOR PERSONAL USE

The community expects that PRSD staff be keenly aware that their actions reflect on the profession and the schools they represent. They also expect PRSD employees to demonstrate the highest level of professional judgment. We hope you use this helpful guide in making responsible decisions on social media.



SET YOUR LEVEL OF PRIVACY:

What information about you can people access online? Make sure your social media settings aren't left wide open, and make sure to consider your audience when tagging someone in a post or using a hashtag as both of those actions will make a post more visible.

KNOW COPYRIGHT LAWS:

The laws are more relaxed surrounding education, but not on social media. Credit your sources or use public material!

REMEMBER WHAT ACCOUNT YOU'RE USING:

Always make sure you keep your audience in mind when posting on social media, and know that nothing is ever totally private. The PRSD strongly urges staff to never use social media to communicate with a student.

DON'T USE THE INTERNET TO VENT:

Again, nothing online is private. If you have a negative opinion, keep it off the internet, because it will definitely be seen by someone who you wouldn't want to see it.

REMEMBER THE PRSD EMPLOYEE CODE OF CONDUCT:

The PRSD Employee Code of Conduct states that no employee of the division shall post offensive material or comments on social media (AP 406, 3.12)

NETWORK WITH PEERS:

Social media can be a great tool to connect with other professionals and educational groups.

FACT CHECK YOUR POSTS:

Don't post dubious information, and don't try to communicate anonymously. It never has positive results.

Find out more about Peace River School Divisions' Social Media Policy and guidelines, go to www.prsd.ab.ca/our-division/departments/communications

Be Smart About Posting Online! In the end, just thinking things through will help you avoid a lot of trouble. Don't be afraid to post with personality, just remember who could see it.

