

## **EMPLOYEE USE OF SOCIAL MEDIA**

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River East Transcona School Division realizes the necessity of adapting to changing methods of communication. An increasingly common communication tool is social media. Social media tools can improve communication with staff, students, parents/guardians and the community. For the purposes of this policy, social media refers to any facility for online publication and commentary, including but not limited to such tools as blogs, wikis, podcasts, discussion forums and other internet platforms.

River East Transcona School Division believes that we have a responsibility to support our staff to positively engage with social media and be good digital citizens. We know that students want to take the technology they use in their daily lives and integrate it with how they learn. As students learn to use social media, it is important to empower them to build strong online safety skills and to establish an appropriate and positive digital footprint. One of the best ways to do this is for all divisional staff to model the responsible and professional use of social media.

River East Transcona School Division employees who choose to publish or comment on social media for work-related purposes are expected to adhere to the highest ethical standards at all times. Policy violations will be subject to disciplinary action, up to and including termination for cause.

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Legal/Cross Reference: