



## Guidelines for Staff on Personal Social Media Use

### 1. Introduction

These guidelines are intended to help South Shore Regional Centre for Education (SSRCE) staff navigate the use of personal social media accounts in a manner that is responsible and reflects positively on the region. While personal social media activity is generally private, the actions we choose to make on social media can have public consequences and may influence how others perceive SSRCE.

### 2. General Principles

- **Professionalism:** Maintain professionalism in all your online interactions. Your conduct on social media should reflect the high standards of SSRCE.
- **Respect:** Treat all individuals with respect. Avoid making statements that could be considered discriminatory, harassing, or defamatory.
- **Accuracy:** Ensure that any information you share is accurate and truthful. Misinformation can damage your credibility and the reputation of the region.

### 3. Confidentiality

- **Student Information:** Do not share any confidential information about students, including names, photos, academic records, or personal details, without appropriate consent.
- **Staff Information:** Avoid disclosing any personal information about colleagues or other staff members without their permission.
- **Operations:** Do not share sensitive information about the region's operations, strategies, or internal communications.

### 4. Separation of Personal and Professional Life

- **Distinct Accounts:** Personal social media accounts should not be used to conduct official SSRCE business. If your role warrants use of a professional social media account, it is best practice to have both a personal and professional social media account. These separate accounts will help distinguish between your personal views and your professional role. If you are unsure if you should have a personal and professional social media account, please contact SSRCE's Coordinator of Communications for guidance.
- **Communicating with stakeholders, including students:** Employees are expected to maintain professional boundaries with all areas of communication, including technological, in order to maintain public trust and appropriate professional relationships with school community members, especially students. Communication with students and parents should occur through established education platforms,



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such as a work email or approved digital resources, including educational platforms and apps such as Seesaw.

- **Privacy Settings:** Use privacy settings to control who can see your personal social media activity. However, be aware that privacy settings are not foolproof, and content can still be shared beyond your intended audience.

### 5. Content Sharing and Engagement

- **Appropriate Content:** Share content that is appropriate and in good taste. Avoid posting anything that could be considered offensive, controversial, or divisive. Refrain from posting disrespectful, damaging and derogatory comments about SSRCE business and employees.
- **Engagement:** Engage with others respectfully. Avoid getting involved in heated debates or arguments, especially on sensitive or controversial topics.
- **Endorsements:** Be cautious about endorsing products, services, or political candidates. Such endorsements can be misconstrued as representing the views of SSRCE.

### 6. Use of SSRCE Resources

- **Time and Equipment:** Do not use SSRCE equipment for personal social media activities. Personal use should be limited to non-working hours and personal devices.
- **Branding and Logos:** Do not use the region's branding, logos, or official images on your personal social media accounts without explicit permission.

### 7. Monitoring and Reporting

- **Self-Monitoring:** Regularly review your social media activity to ensure it aligns with these guidelines.
- **Reporting Issues:** If you encounter any issues or concerns related to social media use, report them to your supervisor.

### 8. Acknowledgment

All managers are required to review these guidelines regularly with their staff.