



Social Media Policy for Banff Trail School Council

Responsible Use of Social Media

Policy Statement:

The Banff Trail School Council encourages its members to use approved social media to connect, share information and foster discussion regarding school topics while ensuring the Banff Trail School Council is consistently and accurately represented across all platforms. This social media policy and the related guidelines outline some key concepts for using social media. Designated School Council member(s) will be responsible for day-to-day monitoring of social media accounts to ensure guidelines are being followed and will remove any content which does not adhere to the policy.

GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

The guidelines contained within the Social Media Policy spell out the responsibilities of Banff Trail School Council members when using social media for school council purposes and when participating in social media for personal use. They are consistent with best practices used across the Internet and reflect Banff Trail School Council values.

1. Be responsible.

You are personally responsible for the content you publish online through social media and can be held liable for any commentary deemed to be defamatory, obscene, proprietary or libelous. Be aware that the content you publish is visible to the entire world and will remain public for a very long time.

2. Follow the rules.

Be aware of, and respect, the rules of participation governing the discussion groups and social networks within which you chose to participate. Remember that laws and association policies that apply in the “real” world also apply online.

3. Be transparent.

If you post material or discuss topics related to Banff Trail School Council identify your relationship to Banff Trail School Council.

4. Respect your audience and colleagues.

Don't engage in any conduct or use any language that would not be acceptable in public. Protect the privacy of others and respect their opinions. Ensure postings are professional, in good taste, made in a positive tone, exercise good judgement and do not reflect negatively on the School, staff, teachers, students or other parents.

5. Add value.

When you express yourself in social media on issues related to, or about Banff Trail School Council, you contribute to the public perception of the Banff Trail School Council and the School as a whole. Use ethical and respectful behavior when conversing or posting material.

6. Protect the reputation.

If you identify yourself as a member of Banff Trail School Council in an online social network, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and friends.

7. Be accurate.

If you publish information about Banff Trail School Council, ensure the information is accurate and the source is clearly indicated. Respect intellectual property rights of others and fair use of content.

8. Do not reveal secrets.

Do not disclose confidential, proprietary or personal information about the Banff Trail School, staff or students or the Banff Trail School Council, its members, or participants. Respect copyrights and ask permission before you cite a colleague or participant. If you are not sure whether some information is okay to publish, ask first.

9. Remember the purpose. School Council members are encouraged to use social media and will ensure their online activities do not compromise their responsibilities to the school, School Council, staff, students, other participants or community members.

