



BOARD ADMINISTRATIVE PROCEDURE	
Administrative Procedure Use of Electronic Communication and Social Media	Administrative Procedure Number 516
Directional Policy 500 - Employee Relations	

Title of Administrative Procedure:

Use of Electronic Communication and Social Media

Date Approved:

June 25, 2024

Projected Review Date:

2029

Directional Policy Alignment:

Employee Relations

Alignment with Multi-Year Strategic Plan:

The Use of Electronic Communication and Social Media Administrative Procedure supports our Vision to expand technology by supporting employees in their understanding of professional boundaries and responsibilities in the appropriate use of electronic communication and social media. Electronic communication includes, but is not limited to, messaging or video chat software, websites, apps, email, texting, and blogging. It also includes social media networking platforms such as Facebook, X, Instagram, Snapchat and Youtube. Given the ubiquitous quality of social media and its ever increasing use as learning technologies in instruction and assessment, this administrative procedure assists employees in maintaining the public trust.

[PVNCCDSB Board Vision, Mission and Strategic Priorities](#)

Action Required:

The Peterborough Victoria Northumberland and Clarington Catholic District School Board (the “Board”) is committed to establishing guidelines and expectations regarding the ethical and responsible use of electronic communication and social media by its employees. It does so in keeping with [Ontario College of Teachers’ professional advisory: Maintaining Professionalism - Use of Electronic Communication and Social Media](#).

The board acknowledges that social media platforms are and will continue to be increasingly popular with staff, students and families, and within our school communities these platforms are used for the purposes of instruction, assessment, and communication.

It is necessary to provide guidelines that assist our staff in understanding the distinction between the private and professional use of social media. Our employees’ off-duty conduct, even when not directly related to students, is relevant in maintaining public confidence.

To that end, the board provides guidelines that include but are not limited to the Employee Acceptable Use of Technology Administrative Procedure and to provide them with the means, information, and skills necessary to accompany them.

Responsibilities:

The Board of Trustees is responsible for:

- Ensuring alignment with the Employee Relations Directional Policy.
- Reviewing the Electronic Communication and Social Media Administrative Procedure as part of its regular policy and procedure review cycle.

The Director of Education is responsible for:

- Designating resources for ensuring the implementation and compliance with this Administrative Procedure.

Superintendent of Learning/Innovation Technologies is responsible for:

- In consultation with the Superintendent of Human Resources, overseeing the development of this Administrative Procedure.

Superintendents of Schools and System Portfolios are responsible for:

- Supporting implementation of this Administrative Procedure.
- Promoting a culture of positive digital citizenship that reinforces our understanding that “communication is part God’s plan for us and an essential way to experience fellowship.” (Pope Francis 2018)

Manager of Communications is responsible for:

- Overseeing the development and revision of electronic and social media guidelines for staff.
- Monitoring and supporting staff in the areas of electronic communication.

Superintendent of Information Technology (or designate) is responsible for:

- Overseeing the development and revision of guidelines and resources for staff and students.
- Monitoring and supporting staff in the areas of electronic communication.

Principals and Vice-Principals are responsible for:

- Notifying staff about the Electronic and Social Media Administrative Procedure.

Staff are responsible for:

- Maintaining electronic and social media practices in keeping with the advisory of the Ontario College of Teachers and this administrative procedure.

Parents are responsible for:

- Modeling appropriate use of electronic and social media practices in keeping with their responsibilities under the Provincial Code of Conduct and the Board Code of Conduct.

Progress Indicators:

- Yearly completion of Employee Acceptable Use of Technology Agreement, which includes review of the employee guidelines for electronic and social media.
- Yearly completion and review of these guidelines through Safe Schools Online Training.

Definitions:

- **Digital Citizenship** - Conduct oneself ethically, respectfully and in accordance with the rights, duties, and privileges of being a part of an online community.
- **Digital Tools** - Electronic tools that are used to help deliver instruction or for other classroom purposes. A movie maker app is an example of a digital tool that can be used to help students create a movie to help explain a concept they are learning.
- **School site** - land or premises or an interest in land or premises required by a board for a school, school playground, school garden, teacher's residence, caretaker's residence, gymnasium, school offices, parking areas or for any other school purpose.
- **Technology** - all forms of technology used to create, store, exchange, and use digital information in its various forms (data, audio, still images, motion pictures, multimedia presentations, and other forms, including those not yet conceived).

References:

- [Message of His Holiness Pope Francis for World Communications Day, January 24, 2018](#)
- [Catholic Curriculum Corporation - Ethical and Responsible Use of Information and Communication Technology](#)
- [Employee Acceptable Use of Technology AP 511](#)
- [Ontario College of Teachers Professional Advisory: Electronic and Social Media, September 2017](#)
- [Personal Network Device Policy - 314](#)
- [PPM 128 The Provincial and School Boards Code of Conducts](#)