

Social Media

Terms and Conditions for **STUDENT** Use

Definition

Social Media - applies to blogs, personal websites, RSS feeds, postings on wikis and other interactive sites, such as, but not limited to: Twitter, Facebook, MySpace, YouTube, Bloggers, Instagram, Instant Messaging, texting, and postings on video or picture-sharing sites and elsewhere on the Internet.

The Newfoundland and Labrador English School District (“District”) acknowledges the importance of online social media networks as a communication and e-learning tool. The District is committed to promoting proper and ethical use of all social media with a view to students becoming responsible digital citizens.

Key Principle

The expectations of mutual respect when interacting online is no different than it is when interacting face-to-face: students are required to maintain the principles of respect, dignity, concern for and protection of themselves and others. Activities which are inappropriate, unethical, illegal, harassing (bullying) or which cause undue discomfort for members of the school community (including students, teachers, other employees, parents, guardians or others) will not be tolerated and are strictly prohibited.

Due to the wealth of social media tools available to students, social media interaction has the potential to reach audiences far beyond the classroom. This translates into the need for a greater level of awareness, responsibility, and accountability for all student use of social media. As such, students are expected to abide by the following:

- When using social media, students are expected to communicate courteously and appropriately, just as they would in person. What is inappropriate in the classroom or other learning environments is also inappropriate online.
- Students are not to use social media sites to publish derogatory, harassing, offending, mean or hurtful remarks, videos or pictures about other students, teachers or other district employees.
- Students must not, under any circumstances, upload or share video or audio recordings or pictures of other students, teachers or district staff taken during school sanctioned events without first obtaining permission from a school teacher, principal or other students featured.
- Misrepresenting yourself online by using someone else's identity is strictly prohibited.
- Students may not use the school’s name, logo, uniform, photos or other school property (documents produced by the school, teachers or students) when creating or participating in social media sites unless given express permission to do so.
- Students cannot use any social media technology during class time unless specifically authorized by a teacher.

Privacy

- Be safe online. To ensure your safety, be careful about the type and amount of personal information you provide. Online “conversations” are never private. Never give out or publish personal information, including, but not limited to your name, phone number, addresses, birth date, pictures or your cell phone number and avoid discussing personal schedules or locations on any public social media website. Do not share your passwords with anyone.
- Never give out or transmit personal information about other students, teachers or parents.
- If you see a message, comment, image, or anything else online that makes you concerned for your safety, or in any way makes you uncomfortable, bring it to the attention of an adult immediately (parent if you are at home; teacher or principal if you are at school).
- Students should never agree to meet someone in person that they have met online without parental permission and if granted, any meetings should be supervised by a responsible adult.
- Students should know that what they post online can result in a permanent digital record which contributes to their online identity. You cannot control posted data once it is on a website. Once something is online, it is out there and can sometimes be shared and spread over the Internet in ways you never intended.
- Make it difficult for others to access information about your online activities by ensuring that your personal social networking profile is set to ‘private’ and that personal information is not available. On most social media sites, privacy settings can be changed at any time to limit access to your information.
- Due to the fact that social media sites are increasingly inter-connected, students should be aware that any content posted on-line may eventually (or immediately) show up on other sites.
- Students are not to post any inappropriate content when using social media technology. Inappropriate content includes but is not limited to:
 - Any content uploaded without the participant’s consent;
 - Obscene videos, audio, pictures or content;
 - Violent videos, audio, pictures or content;
 - Bullying or harassing videos, audio, pictures or content; and/or,
 - Videos, audio, pictures or content that diminish, objectify or berate individuals or groups based on gender, ethnicity, sexual orientation, social status, religious beliefs or other factors.

Violations of Terms and Conditions

Violations of these terms and conditions may result in discipline at school, including but not limited to:

- Suspension of network, technology, or computer privileges in extreme cases;
- Confiscation of personal property (for example, smart phone, tablet, etc.);
- Notification of parents/guardians;
- Suspension/expulsion from school and school-related activities; and/or,
- Police involvement.