



KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

ADMINISTRATIVE REGULATIONS

Section: **Board and Community**
• **Community Relations**

Regulation Code: B-7.5.1
Policy Code Reference: s 1

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2.2 Employees are responsible for maintaining appropriate employee-student relationships at all times and must:

not become “friends”, “fans” or “followers” of students or their parents/guardians online, except in a closed or private group for school/educational purposes;

not disclose student record information, including full names of students, academic or any other personal information;

ensure they have sufficient permissions before posting identifiable photos of students; and

apply privacy settings to adequately safeguard personal information.

3. Professional Use of Social Media

Staff members are at all times employees of the Board and cannot disassociate themselves from that relationship. Whether during or outside of work or school hours, online activities that adversely affect the rights, privacy or dignity of Board staff, students, parents or community members are prohibited.

3.1 Staff should ensure that their profiles and related content are consistent with their roles as professionals and appropriate to the public trust associated with employees of the school board.

3.2 Personal social media sites should not contain KPR email addresses, schools or Board logos.

3.3 Electronic communication and social media sites shall not be used to speak on behalf of the school, department or Board, unless written permission has been given from a principal or manager, in consultation with the superintendent.

3.4 Social media initiatives representing the Board as a whole must be approved by the Director of Education and maintained by Corporate Affairs.

4. Inappropriate Use

Inappropriate use of digital communication and social media is contrary to Board policy, and may result in disciplinary action, civil and/or criminal charges.

Examples of inappropriate use of social media include, but are not limited to:

- using language that is defamatory, abusive, offensive or hurtful;
- posting anything of a sexually explicit or compromising nature;

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inciting hatred against an identifiable group or individual;
disclosing personal or confidential information about the Board, school, students,
staff or members of the public;
encouraging illegal or unprofessional conduct;
breaching copyright law;
posting the work or videos of others without their consent;
impersonating another individual or group;
breaching a court-ordered publication ban; and
using KPR accounts to advertise a business or conduct political campaigns, including
advocating for or against specific candidates.

The KPR Digital Citizenship website provides guidance and resources to support the safe and effective use of social media and digital communication tools.