

607.4 Responsible Use of Technology: Social Media Accounts

Social media is a fast-paced, evolving communications tool that enables schools to push out news and information quickly to their parents and stakeholders. There are many benefits to using one or more social media tools, such as Twitter and Facebook, but there can also be challenges. Social media accounts require regular monitoring to ensure questions and comments are responded to in a timely manner and that all discussions about our schools are accurate and relevant. It is also important that all Lethbridge School Division accounts are consistent in name and represent the division in a professional manner. As such, the school principal, with the assistance of the Communications Officer, will work together to ensure accounts are set up and managed according to the following criteria.

Setting up a Social Media Account

School principals who choose to use a social media account to complement their school communication strategy will work with the Communications Officer, to set up the school account. If a teacher/staff member would like to start an account to promote a classroom, sport group or club, they must first obtain permission from their school principal who will contact the Communications Officer. Account settings will be set to default to allow for more flexibility and engagement with school communities. All accounts that represent the school in any way are considered school accounts and must be monitored by both the school principal, or designate and the Communications Officer.

Choosing a Social Media Platform

Schools are encouraged, but not required, to operate a social media account. Lethbridge School Division has approved the use of Facebook, Twitter and YouTube. Schools that operate more than one type of account may choose to use a social media management system that enables account/page administrators to push out the same information to multiple platforms. *Note, can communicate this via email or a memo if we want to give an example.*

Monitoring of Social Media Accounts

Once an account has been set up, the school principal, or designate, will be responsible for adding content and monitoring the social media page. The Communications Officer will assist when alerted, with the monitoring of content. All designated school level social media posters must adhere to the guidelines laid out in the Administrative Procedures Handbook around the posting and monitoring of content.

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Transferring/Closing Social Media Accounts

If a school account or page must be transferred to another staff member due to any reason (i.e.: change of schools, reassignment of social media role) the Communications Officer must be notified. It is important that each school's account/page be kept with the school and not abandoned as a result of a staffing change. If a school wishes to stop managing an account/page, the Communications Officer must be notified. All administrator rights of the account/page will be transferred over to the Communications Officer and the page will be secured but not permanently closed down. This is done to ensure the page can be re-opened once again should there be a change in administration or staffing.

Social Media Training

It is important to keep the content of your social media page fresh and relevant. It is also vital to know how to respond to and deal with comments that could be hurtful to the division, school or staff member. Lethbridge School Division employees who are responsible for the posting, monitoring and administration of the school social media account/page are encouraged to work with the Communications Officer to receive training. PL opportunities will also be made available during PL days at the request of the principal.