

	<b>Lloydminster Catholic School Division – Administrative Procedures</b>	
	<b>AP 149 – Social Media / Networking and Digital Platforms</b>	
Related LCSD AP's	AP 350 – Student Conduct AP 352 – Student Discipline AP 481 - Employee Acceptable Use of Technology	
Form(s)		
References:	<i>The Education Act, 1995</i> sections 85, 87, 175 <i>The Local Authority of Freedom of Information and Protection of Privacy Act, 2018</i>	
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## Background

The Division recognizes the value and impact of educational technology on student learning. Social media and social networking sites provide a contemporary learning and teaching environment that facilitates sharing of resources and access to vast information, instant global communication, and continually evolving methods of collaboration and innovation. The Division appreciates that learning takes place both in and out of our schools. Staff and students must be provided with an opportunity to access global educational resources while maintaining the integrity of the division's core values and policies, and Administrative Procedures.

This Administrative Procedure outlines the division's expectations for both staff and students who use social media and social networking or post their work online; or who choose to use personal social media and social networking accounts to comment on Division matters.

## Definitions

*Social media* is an avenue that allows you to broadcast your message.

*Social networking* is the process of opening lines of two-way communication between you and another person or a group of people.

*Digital platforms* refer to any online space used to create, display, or share content, including websites, blogs, vlogs, and other web-based publishing tools that allow individuals or groups to communicate, post information, or showcase work.

Note: Definitions provided by: TechTarget (<https://tinyurl.com/mpeesswz>)

## Guidelines

Staff and students are expected to model ethical and appropriate conduct while engaging on social media and social networking sites at all times. The Division's expectation for student and staff digital conduct, whether on social media, texting or any other online service, does not differ from the Division's expectations for conduct during face-to-face interactions. The Division believes that what we post online/send to others speaks to our character and reputation. Given the realities of our connected society, all staff and students must be aware that material posted online has the potential of becoming permanent and viewable by anyone in the world, despite one's best intentions to maintain security,

privacy, or attempts of deletion.

Every time a person communicates—in person, on social media, or on any digital platform—their message shapes public opinion about themselves, the education as a profession, the reputation of the school and Division, and the Board of Education. Statements such as “Posts or comments are my own and do not reflect my employer’s views” do not hold true for educational staff. Although staff members have private lives, the Supreme Court of Canada has ruled that educators are held to a higher standard of conduct because of the public trust placed in them. The Court has also affirmed that teachers’ off-duty conduct, even when not directly related to students, is relevant to their suitability to teach. As such, staff must use sound judgment and exercise due care when using social media, both on and off duty.

## Procedures

The following list of procedures shall be considered when posting on social media/networking and digital platforms.

1. Posts to all social media/networking and digital platform sites shall not be in contravention of division policies and administrative procedures.
2. Staff and students are responsible for the content they post/upload online, and will be held accountable for material that is deemed inappropriate or defamatory to the school or school personnel, students, parents, or any other member of the LCSD community using digital media such as social media/networking sites (ex. *Snapchat, Facebook, X, Instagram, LinkedIn* etc.), blogs, vlogs, webpages and emails.
3. In the absence of written consent (student release form; student registration form), use of digital media must not reveal confidential information about the school, or personal information about its staff, students, parents or other members of the school community.
4. Staff and student use of digital media must not be used to threaten or publicly criticize students, staff, parents, or colleagues. Staff and students must respect the privacy and the feelings of others.
5. Staff must ensure their online social media and social media/networking and digital platform activity does not interfere with their work assignment, responsibilities, or commitment.
6. Students and staff must ensure their social media/networking and digital platform activity does not adversely affect the learning environment.
7. Staff and students must show proper respect for the laws governing copyright and fair use of the copyrighted material owned by others.
8. Staff must ensure all postings are compliant with Saskatchewan’s LAFOIP legislation. This legislation does **not** permit teachers or staff to post, share, or display any student information, images, videos, or identifying details on their personal social media accounts or digital platforms. Any online sharing of student content must only occur through approved Division platforms and must follow all consent and privacy requirements. However, if information, images, or content has already been published on official Division or school social media platforms, staff may share or repost that content on their personal accounts. Staff must not alter the context of the original post and must ensure that their sharing maintains the professionalism and intent of the Division’s messaging.

9. LCSD staff will distinguish personal and professional Social Media, Networking, and Digital Platform Activity by always maintaining a sense of professionalism and a positive lifestyle—in personal and professional lives as noted in the contract of employment.
10. To maintain clear boundaries, the Division requires that staff do not share professional or work-related content on personal social media/networking or digital platforms. Staff shall not engage in social media and social networking activity deemed confrontational and/or argumentative to the division and its operations or affairs.
11. Staff and students are required to have prior written permission from the Division to use the Division’s name, logos, or any official branding on personal social media/networking and digital platforms, clothing, merchandise, or other materials. This ensures that the Division’s visual identity and reputation are protected and that all representations of the Division remain accurate, professional, and consistent with its values and policies.
  - 11.1 The Division Communications Coordinator will coordinate and be responsible for Division logo and brand management.
12. Staff, students, or community members require written approval from the Division to create personal social media or digital accounts (e.g., Instagram, Facebook, TikTok, Snapchat) on behalf of Division programs, schools, clubs, teams, or activities. All information, images, or updates from school clubs, teams, or programs must be submitted to the Division for review and official sharing on authorized platforms. Creating independent accounts or posting Division-related content without approval is a violation of Saskatchewan’s LAFOIP legislation and Division policy, as it may disclose personal or sensitive information without consent and misrepresent the Division’s official messaging.
  - 12.1 The Division Communications Coordinator will coordinate and be responsible for Division social media/networking and digit account management.

### **Outcomes of Unacceptable Use by Students and Staff**

1. Users in violation of this administrative procedure will be subject to a disciplinary process that may include:
  - 1.1. Discipline
  - 1.2. Suspension
  - 1.3. Expulsion
  - 1.4. Termination
2. Any violation of terms and conditions listed in this Administrative Procedure may result in disclosure and involvement of appropriate authorities.