

Social Media Guidelines for School Councils

School councils and parent fundraising societies are able to create their own social media accounts, in consultation with the school principal. It needs to be clear in the naming and content of the account that this is run by parents and not by the school. Content on these accounts should be limited to their activities and events, reminders of information already communicated by the school, and community information that is relevant to families in their community.

Regardless of the social media platform chosen, the same considerations and guidelines apply to ensure school communities are consistently and accurately represented across all platforms.

Guiding Principles

The CBE has created the guiding principles for staff during the use of social media. The same principles should be followed by school councils:

- **Be professional and courteous:** don't say anything that you wouldn't say to someone face to face; what is inappropriate in the classroom is inappropriate online.
- **Ensure confidentiality and respect individual privacy when posting information or images:** ensure that you are following CBE policies and regulations, as well as social media protocols.
- **Be active:** success on social media requires an investment of time and energy; commit to checking social media accounts each day and posting several times a week.
- **Promote community and encourage feedback and two-way communication:** your audience will be more engaged if you allow them to contribute and be part of the discussion.

Social Media Guidelines

- School councils must use social media in accordance with [Administrative Regulation 1067: Use of Social Media](#) and the Personal Information Protection Act (PIPA). Information about PIPA and school councils in Alberta is available on the Alberta School Councils' Association [website](#).
- The Alberta School Councils' Association has a sample [social media policy for school councils](#) that should be considered as a resource for social media usage by school council members.
- Any social media account created and maintained by CBE school councils is owned by the school council and not by the CBE. CBE resources cannot be used to create and maintain these sites.
- School councils should ensure their school council passes a motion to create or develop a social media account before new accounts and sites are created. The school council chair has ultimate responsibility for the school council's use of social media.

- Determine who will be responsible for the day-to-day monitoring and posting for the account. More than one member of the school council executive should have access to manage the workload and ensure coverage during illness, vacations and emergencies. Comments should be reviewed and monitored daily.
- Use a complex, secure password with a mix of capital, lower-case, numbers and special characters. Passwords should not be maintained by a single person and should be available to the entire school council executive.
- Consideration should be given to following others and sharing content as this could be perceived as an endorsement.
- Confidentiality of CBE students must be protected. This means that the full names of students, student photos and samples of their school work are not to be posted without written approval from the student's parent or guardian. In the case of an adult student, written approval can be given by the student.
- School councils that follow the guidelines specified here may provide a link on the CBE school website to their social media site(s). If the guidelines are not followed, the CBE retains the right to remove the link if concerns have not been addressed within 24 hours of notification.
- Accounts should be closed if no longer in use.

Naming Guidelines

Please consider these key factors before naming a social media account:

- It must be clear that this is a school council or parent fundraising society for the school and not the school itself.
- Only the school should create an account using the school name.
- It is appropriate to incorporate the name of the school with other descriptors of the school council or parent fundraising society.

Examples:

- Bowness High School Parent Society
- Copperfield School Fundraising Association
- Griffith Woods School Council

Twitter and Instagram require two names:

- The **username** appears in your profile URL and is unique to you. (Example: @yycbedu) It can be up to 15 characters in length.
- The **display name** is a personal identifier displayed in your profile page and used to identify you if your username is something other than your name or school name. It can be up to 50 characters in length.

Profile descriptions or bios should give a general overview of the school council or parent fundraising society. Include a link to the school website. Depending on the profile you may be limited in the amount of characters you have to describe the subject.