

Policy 4 Appendix E: Code of Conduct

ONLINE PRESENCE AND SOCIAL MEDIA GUIDELINES

Background

This Online Presence and Social Media Guidelines [Guidelines] is developed in accordance with section d of the NWSD Code of Conduct Policy [Conduct Policy] and refers to online and social media tools used to produce, post and interact, text, and/or share images, video, and audio.

Purpose

For the purposes of this Guidelines, social media refers to all public use sites. The purpose of these Guidelines is to set the direction for the NWSD School Board Members when utilizing social media. Board Members are expected to use good judgment, just as they would if they were offline and dealing with members and the public. The Guidelines are designed to encourage appropriate and effective use of all platforms and provide tips to exercise personal responsibility online and to make sure that social media users connected to the NWSD School Board are making good decisions that reflect positively on the Board as a whole.

Use of Social Media

The Board supports the use of social media for educational and communication purposes. Social media is intended to be a platform where your audience feels comfortable sharing and connecting.

Five Guidelines of Social Media:

1. Exercise Good Judgement

- Take responsibility for what you write while exercising good judgement and common sense.
- Adhere to the Board's Conduct Policy and organizational values and policies. Think twice before hitting "send" and consider how the comment will reflect on the Board.
- Spirited debates and conversations are acceptable as long as you are respecting others' opinions and keeping the Board's goals for communication in mind.
- There may be some circumstances where an official statement is needed. If you spot a potential issue, ensure it is brought forward in a timely manner to the Board so a proper response can be drafted and communicated quickly.

2. Consider Your Audience

- Think carefully about who you are targeting with your message – who will see it?
- Think twice before hitting "send" and consider how the comment will reflect on the Board.
- Make it part of your strategy to ensure you aren't alienating any groups or stakeholders

3. Respect Copyrights

- Always ensure that people are given proper credit for their work.
- Make sure you have the right to use something before you publish it. This includes images, quotes, text etc. If you are using an image of an individual, make sure they are aware.
- Respect copyrights, trademarks, rights of publicity and other third-party rights.

4. Protect Confidential and Proprietary Information

- Do not post private or confidential information about fellow trustees, employees or constituents.
- Do not discuss or post situations involving named, pictured or otherwise identifiable individuals without their permission. Personal information includes name, email, address, username (if it has the individual's name in it) etc.
- Do not post anything that you would not present in a public forum.

5. Add Value

- Social media pays off when you add value for your audience. Having a reason to communicate is important.
- Ensure the information you provide is accurate and worthwhile information that adds perspective.

Sources: Adapted from - Brian Solis, Putting the Public Back in Public Relations and City of Guelph, Ontario and SARM Social Media Policy