



CALGARY BOARD OF EDUCATION

Administrative Regulation 1067 – Use of Social Media

Table of Contents

Purpose	1
Application	1
Definitions	1
Use of Social Media	2
Digital Citizenship	2

Purpose	1	To define the appropriate uses of Social Media within The Calgary Board of Education (CBE).
Application	2	This regulation applies to staff, students, parents, volunteers, contractors, guests, visitors, and those who are authorized to act on behalf of or are associated with the CBE.
Definitions	3	In this Regulation <ol style="list-style-type: none">1) "Approved Resources" means CBE authorized technology services for use in carrying out Social Media activities.2) "Educational Purposes" means the achievement of Alberta Education outcomes through classroom instruction and extension of learning activities outside of the classroom.3) "Social Media" means web-based and mobile technologies providing communications through interactive or social dialogue. Examples include but are not limited to weblogs, social blogs, wikis, Internet Forums, instant messaging and social network aggregation platforms, such as MySpace or Facebook.
Use of Social Media	4(1)	Only CBE Approved Resources are to be used for Social Media. <ol style="list-style-type: none">(2) Use of Social Media is appropriate for:<ol style="list-style-type: none">(a) CBE internal and external communications where approved communication protocols are followed;(b) Educational Purposes in respect of which the participants use CBE Approved Resources; and

- (c) Limited personal use that does not interfere with the individual carrying out CBE assigned duties, roles and responsibilities and does not interfere with the mission or operations of the CBE.

**Digital
Citizenship**

- 5 Each user of Social Media shall:
- 1) Use ethical and respectful behaviour when conversing or posting material;
 - 2) Not disclose or post confidential, personal or sensitive information pertaining to the CBE, themselves or other persons, including but not limited to family members, teachers, students or friends;
 - 3) Respect intellectual property rights of others and fair use of content;
 - 4) Ensure postings and/or communications are professional, in good taste, made in a positive tone, exercise good judgment, and do not reflect negatively on the CBE, its students, teachers, staff, Trustees or other stakeholders; and
 - 5) Be aware of the user requirements stipulated in a school's Digital Citizenship policy.

**Consequences
for Violations**

- 6 Any violation of this regulation, or the principles or expectations set out in it, may result in those consequences outlined in Administrative Regulation 1062 – Responsible Use of Electronic Resources.

Approved:	June 11, 2012
Effective Date:	June 18, 2012
Review Date:	July 1, 2015

References	
Governance Policy References:	<ul style="list-style-type: none"> • OE-1: Global Operational Expectations • OE-7: Asset Protection
Administrative Regulations	<ul style="list-style-type: none"> • AR 1061 – Security of Information Resources • AR 1062 – Responsible Use of Electronic Information Resources • AR 4027 – Code of Conduct for Employees • AR 6001 – School Discipline
Contact Persons:	<ul style="list-style-type: none"> • For general information, Learning Innovation