



Purpose

Portage la Prairie School Division recognizes that parents/guardians communicate regularly through various social media sites. As valuable partners of the Portage la Prairie School Division community, parents/guardians have a responsibility to engage appropriately with social media when it comes to PLPSD students and staff.

The following guidelines provide support for parents/guardians when participating in social media activities, e.g., classroom blogs, community Facebook forums, emails, or any other social media platform(s) used by parents/guardians when referencing PLPSD students and/or staff, either directly or indirectly, in circumstances where another parent/guardian, staff member, and/or student is identifiable.

PLPSD encourages parents and guardians to set and maintain high ethical standards and be respectful in their use of social networking. Parental and guardian online behaviour should reflect the same standards of honesty, respect, and consideration that society expects and appreciates in face-to-face interactions.

Parent/Guardian Social Media Guidelines

- Parents/guardians are encouraged to be familiar with and adhere to the terms of use and site-specific community standards of the relevant social media platforms/websites. This includes all federal and provincial copyright, privacy, defamation, discrimination, and harassment laws, as well as Portage la Prairie School Division’s administrative procedures.
- Parents/guardians are asked to not use or disclose any confidential information, post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful.
- Parents/guardians are asked not to make disrespectful or offensive comments about students, staff, and other parents/guardians. Parents/guardians should not comment on or forward unsupported information, examples, rumours, or comments that might damage the reputation of PLPSD students or staff members.
- Parents/guardians are to be mindful that, by posting your comments and having online conversations, etc. on social media sites, you are broadcasting to the world. Even with the strictest privacy settings, parents/guardians should be aware that comments

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expressed on social networking pages under the impression of a 'private conversation' may still end up being shared in more public domain, even with strict privacy settings.

- Parents/guardians should never discuss sensitive student and/or staff matters with other parents/guardians using social media outlets. As noted above, when posting, even on the strictest privacy settings, parents/guardians should assume that all postings are in the public domain.
- Before posting photographs and/or videos, permission shall be sought from the subjects contained within said material. This is especially the case where photographs and/or videos include other parents/guardians, students, and staff members. No photographs of Portage la Prairie School Division students, with the exception of a parent's/guardian's own children, are to be posted.
- Parents/guardians who come across negative remarks and/or postings about PLPSD students and/or staff members are encouraged to share those posts with the school's respective principal.
- Parents/guardians are advised that reports of cyberbullying and other technology abuses may result in notification to the RCMP or other relevant authorities.
- Parents/guardians are encouraged to have frequent proactive discussions with their children about their use of technology, the Internet, and social media applications, including their expectations on how they should act when using social media.
- Parents/guardians are encouraged to speak to their children and ensure that it is safe to do so when they experience troubles and/or inappropriate social media comments.

PLPSD Response to Unacceptable Parent/Guardian Social Media Posts

When parents/guardians make defamatory statements regarding students and/or staff within the context of school-related events or instruction, these comments will be defined as harassment. When such cases arise, schools, in consultation with PLPSD, may issue a written warning, a no-trespassing notice, and/or refer the issue to appropriate authorities, such as law enforcement.

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