

611 Privacy: Administrative Procedure – Social Media

Adopted: June 17, 2025

Purpose

The North Vancouver Board of Education is committed to ensuring that all students, staff and Trustees who use social media do so in a safe and responsible manner. The school district strives to create professional social media environments that mirror its academically supportive environments by:

- maintaining community confidence in the school district and its staff and Trustees;
- providing safe, healthy, and discrimination-free working and learning environments for students, staff and Trustees;
- ensuring compliance with school district policies and administrative procedures, including those related to professional conduct and boundaries; and
- ensuring the school district's compliance with privacy and other applicable laws.

This Administrative Procedure sets out social media guidelines for staff and Trustees that are consistent with the school district's mission, values and expectations and its legal obligations under the Freedom of Information and Protection of Privacy Act ("FIPPA").

Scope

This administrative procedure applies to all school district employees, independent contractors, volunteers, and visitors ("staff") and North Vancouver Board of Education Trustees. These individuals are expected to be aware of and follow this administrative procedure if and when using social media.

Definitions

"Community partners" refers to Parents' Advisory Councils and other educational organizations affiliated with the school district.

"Confidential information" refers to information about the school district or any entity within the school district that is not generally known, used, or available to the public.

"FIPPA" is the abbreviation for the British Columbia *Freedom of Information and Protection of Privacy Act* and regulations.

"Head" refers to the Secretary-Treasurer of the school district, or any person to whom the Secretary-Treasurer has delegated their powers under this administrative procedure.

“Personal information” refers to any recorded information about an identifiable individual that is within the control of the school district and includes information about any individual associated with the school district. Examples of personal information include:

- Address
- Age
- Biometrics
- Criminal information
- Date of birth
- Educational information
- Employment information
- Financial information
- Gender identity
- Grade
- Health care information
- Image (photograph or video)
- Marital status
- Name
- Personal email address
- Phone number
- School
- Sex
- Sexual orientation

“Personal social media account” refers to a social media account site or user account established by a member of school district staff for their personal use.

“School district social media account” refers to an account approved and operated by the school district for the purposes of creating, exchanging or sharing information about the programs, activities and/or operations of the school district, or any school, program, team, or group of students within the school district.

“Social media” refers to any online platform or technology that provides for the creation, exchange and sharing of information, opinions, commentary, personal messages and other user generated content, including but not limited to social networks, blogs, instant messages, podcasts, video casts (e.g. Facebook, Instagram, X, Snapchat, YouTube, Pinterest, TikTok, or Reddit).

“Student” refers to an individual who is actively enrolled in the school district.

Responsibility of the Head

The Secretary Treasurer has been designated by the Board of Education as the “Head” of the Board for the purposes of FIPPA. As Privacy Officer, the Secretary Treasurer is

responsible for the administration of this Procedure and may delegate any of their powers under this Procedure or FIPPA to other School District Staff by written delegation.

Procedure

This administrative procedure sets out the expected separation for the use of personal and school district social media accounts and the standards of conduct for staff in their use of social media.

A) Social Media Account Usage

All communications using social media between staff/Trustees and students, parents/guardians, school district partners, or the broader school district community should take place using school and/or school district social media accounts.

- i. Staff may create school-based social media accounts by obtaining approval from their principal or direct supervisor. The principal or supervisor will notify the school district Communications department of any approved accounts;
- ii. Social media accounts created for or by school clubs and/or extracurricular activities are the responsibility of the sponsor teacher, including account creation, access, and content;
- iii. Communications and content on school/school district social media accounts must comply with this procedure and will be subject to monitoring by the school district. The school district reserves the right to remove any posts or content that are inappropriate or in violation of this procedure; and,
- iv. Staff and Trustees may use their personal social media accounts to follow, re-share, "like," or comment on posts from school/school district accounts or those of community partners but must maintain their fiduciary responsibility to the employer.

B) Staff Responsibility

- i. Staff and Trustees are responsible for the content and information they post on social media, whether under their own name, an alias, or anonymously;
- ii. Staff and Trustees are expected to exercise good judgment in their use of social media;
- iii. Online communications are subject to the same standards of conduct as other work-related communications. Staff and Trustees are expected to maintain

appropriate, professional, and respectful practices in their social media communications, including maintaining professional boundaries with students, staff, and parents/guardians; and,

- iv. Staff and Trustees may not post or transmit personal information related to staff or students using personal social media accounts.

C) Online Correspondence

- i. Staff should communicate with students and parents/guardians about a student's progress or school activities using direct, confidential, and secure methods (e.g., school district email, written correspondence, MS Teams, video, or audio calls);
- ii. Online correspondence between staff/Trustees and students should be limited to communication related to course work or school-sanctioned clubs/activities and should use only approved school district digital channels (e.g., MS Teams, school district email);
- iii. Online correspondence between staff/Trustees and parents/guardians must be conducted through approved school district digital channels; and,
- iv. Staff and Trustees must not initiate or accept electronic "friend" invitations from students unless the interaction is part of a school course or club structure and at least one other staff member has administrative access to the approved group social media account.

D) Privacy and Consent

- i. School District staff and Trustees are subject to the *Freedom of Information and Protection of Privacy Act*, which governs all collection, use, and disclosure of personal information, including information shared via social media. Managers, supervisors, and principals are responsible for ensuring staff understand their obligations under this legislation.
- ii. Before posting pictures, recordings, or other personal information on social media, staff and Trustees must ensure they have written consent (e.g., media consent form on file at the school) from affected individuals;
- iii. Schools are expected to maintain written consent on file from students (or their parents/guardians for those under 13) for the use and publication of personal information via social media. Such consent is optional and may be withdrawn. Staff

and Trustees must verify consent before posting any personal information (including images) of students or staff; and,

- iv. Staff and Trustees may not publish sensitive student personal information on social media, even with consent. This includes any information that could expose students to embarrassment, risk, or harm, such as mental health or medical data, special needs, contact details, or disciplinary history.

E) Considerations for Personal Social Media Use

Content shared by staff and Trustees on personal social media may be interpreted as representing the school district and could impact their professional responsibilities. Staff and Trustees should thoughtfully consider the impact of their personal social media activity.

Staff and Trustees are expected to follow these guidelines:

- i. Model an appropriate online presence that maintains public confidence in the school district;
- ii. Use privacy settings to protect personal communications or sensitive content;
- iii. Refrain from bullying, harassing, intimidating, defaming, or discriminating against students, parents/guardians, colleagues, or others in the school district community;
- iv. Avoid posting content that identifies students without proper consent and as permitted by this procedure;
- v. Do not disclose confidential school or school district information;
- vi. Be accurate when publishing information about the school district and correct any errors promptly;
- vii. Use school/school district accounts for work-related posts and personal accounts for personal content;
- viii. When posting about work, staff and Trustees should identify their relationship to the school district;
- ix. Unless authorized to speak on behalf of the school district, staff and Trustees should clearly state that their views are personal and do not reflect those of the

school district (e.g., “These are my personal views and do not represent the views of the North Vancouver School District.”);

- x. Consult their principal, supervisor or Superintendent if unsure about the appropriateness of social media use; and,
- xi. Ensure that any professional content complies with copyright and fair use laws, including proper attribution and avoiding plagiarism.

F) Annual Review

School principals and supervisors will review this procedure with their staff on an annual basis.

The Communications Manager will review this procedure with the North Vancouver Board of Education on an annual basis.

Resources

This administrative procedure supports [Policy 611: Privacy](#).