



POLICY: JFCBA  
SUBJECT: RESPONSIBLE USE OF  
TECHNOLOGY AND SOCIAL  
MEDIA  
APPROVAL DATE: September 23, 1997  
REVISION DATE: November 18, 1997, June 25, 2007  
October 6, 2014, June 6, 2016,  
April 22, 2024  
REVIEW DATE: March 5, 2018  
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## 1. GENERAL

- 1.1 This policy applies to students/staff/volunteers/visitors/parents and student councils, including representatives of the Winnipeg School Division (WSD).
- 1.2 WSD recognizes that information and communication technology devices have altered the way in which students and staff access use, create and produce information and educational resources for instructional practices and student learning.
- 1.3 WSD may use social media to engage the broad community in news, events or updates that are relevant to parents. A school might use social media to engage and inform the local community about news, events or updates that are relevant to the specific community. A teacher in a classroom might use social media to communicate news to parents or students but might also choose to use social media as a learning tool to collaborate with other students in other parts of the world, or participate in lessons using 21<sup>st</sup> Century skills.
- 1.4 The Board of Trustees supports the responsible use of technology and access to online resources/social media to enhance instruction and the education process and to improve communication and community engagement.
- 1.5 WSD approved social media accounts are for classroom/Division or school based matters only. Staff should use the accounts for learning and educational purposes, for communicating with colleagues, students, parents, external resources and community. These accounts shall not be used for personal communications. If students or parents become aware of personal social media accounts, referring them back to WSD account is advised to discuss school related matters.
- 1.6 WSD may impose disciplinary measures for conduct that occurs throughout the school day or after school hours, as well as off school property where there is evidence of an online threat or intimidation through the internet including social media. This includes text messaging, instant messaging, websites, and email which results in a disruption in the school community or is harmful to the physical or mental well-being of students or staff and intended to create a negative school environment for another person.
- 1.7 Access to technology and social media applications must be consistent with Division policies. Any materials created or posted, by individuals must comply with Division policies, Public Schools Act, Workplace Safety and Health Act, Manitoba's Human Rights Code, and Privacy legislation and other applicable legislation.

## 2. DEFINITIONS

### 2.1 Code of Conduct

Schools are required to ensure appropriate interventions and consequences are included in their school code of conduct or divisional school code of conduct.



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## 2.2 Social Media

Social media refers to website and applications that enable students, staff and parent councils to communicate, share and create content or to participate in social networking. Students and staff may have a Division approved social media account.

## 2.3 Filtering of Internet / Email Service Access

The Winnipeg School Division has put in place procedures in order to assist instructional staff with the selection of appropriate online resources.

## 2.4 Networked devices

This refers to the wide variety of devices (e.g. desktop computers, laptop computers, tablets, smartphone) used by students, staff, parents and volunteers which may be connected to Division networks.

## 2.5 Digital Citizenship

Digital Citizenship includes and expands on the idea of citizenship in a digital global world. The elements include but are not limited to, the norms of responsible online behaviour, student rights, responsibilities and understandings of the effects of technology including the risks, safety and security as they apply to online spaces including inappropriate content, cyberbullying and ethical issues such as copyright and plagiarism.

## 2.6 Unacceptable Conduct

Unacceptable conduct means abusing or bullying another student physically, sexually or psychologically, verbally, in writing, electronically or otherwise.

## 2.7 Bullying

Bullying is intended to cause fear, intimidation, humiliation, distress, or other forms of harm to another person's feelings, self-esteem, body, or reputation or is intended to create a negative school environment for another person. The behaviour may be direct or indirect (through others) and may take place through any form of expression, including written, verbal (in the form of any different language), physical or by means of electronic communication, including but not limited to, social media, text messaging, websites/blogs, or email. A person participates in bullying if they directly carry out bullying behaviour or intentionally assist/ encourage the behaviour in any way.

- a) Social Bullying: includes harmful rumors, excluding/shunning, ignoring, getting others not to be friends with a child, using negative facial expressions and body language, such as eye rolling or turning a cold shoulder or symbolic gestures;
- b) Cyber Bullying: can occur in the form of electronic communication such as cell phones, digital cameras or other electronic or personal communication devices, including social media, text messaging, instant messaging, social media sites, websites, email or posting pictures, audio or videos on the internet.



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### 3. RESPONSIBILITIES

#### 3.1 Superintendent/Chief Executive Officer (CEO)

The Superintendent/CEO, (or designate) to the extent possible, shall ensure that appropriate educational programming and online resources available to students and that reasonable measures are taken to protect students and staff from harassment, threats or intimidation through the use of the internet including social media, text messaging, instant messaging, websites or email. Any privacy breaches or violations of applicable legislation, or Division Policies, shall be reported to the Superintendent/CEO for investigation.

#### 3.2 Assistant Superintendents

The Assistant Superintendents shall ensure that each principal has incorporated the responsible use guidelines into each school's Code of Conduct. This includes making staff and students aware that the administration may, on reports of inappropriate use, under the authority of the Superintendent/CEO, access, monitor, archive, audit, the contents of material created or stored on Division devices or accessed through social media applications.

#### 3.3 Director of Information Technology

The Director of Information Technology shall coordinate the implementation and ongoing management of WSD online resource services including student and staff access to Division accounts and associated administrative systems.

The Director shall coordinate the instructional supports to ensure the responsible use of online instructional resources and communication technologies.

#### 3.4 Principal

The Principal shall ensure that:

- a) The guidelines for responsible use of networked devices and online resources are incorporated into the school's code of conduct;
- b) Parent/guardian permission is given for a student to obtain access to online information resources and social media. That a completed parent/guardian(s) permission form (exhibit) has been entered into the Student Information System and updated on a yearly basis;
- c) Students receive equal educational opportunities and that an alternative instructional experience is provided for students whose parents do not accept the permission form;
- d) Students, staff and community members are notified that the use of audio/video/still photography may be taken during class/school/Division projects/events for personal use only and should not be shared or posted on the internet through social media applications without the students or parent/guardian permission where permission has been granted, it is recommended that students names not be included with the photographs;
- e) Students who have access to online information resources shall receive digital citizenship learning opportunities;
- f) Procedures are established for consequences for inappropriate use of resources-online;



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- g) Students and the school community must report a matter to the principal as soon as possible if they become aware that a pupil of a school may have (a) been engaged in bullying; or (b) been negatively affected by bullying. This requirement applies even when the cyberbullying occurs outside of school hours due to its negative impact on the school environment.

### 3.5 Teachers/Support Staff

All teachers and designated support staff shall ensure that:

- a) All students who use WSD networks/devices or personal devices are aware of the Responsible Use Guidelines;
- b) In-school student access to online information resources for classroom assignments/projects including the Internet is under direct teacher supervision and guidance;
- c) Social media accounts created by staff, volunteers, students, parent or student councils should be maintained and monitored on a regular basis by the creator of the account and the content must be in compliance with applicable legislation and WSD Policies;
- d) Students are guided in accessing appropriate online information resources and make arrangements for the temporary disabling of the filtering systems if required for specific projects. Students are also encouraged to report inappropriate website, questionable content or images that has been accessed inadvertently;
- e) Students who have access to online resources shall receive classroom activities/opportunities in support of digital citizenship;
- f) Students and /or staff who bring personal devices on WSD property are responsible for its safekeeping. WSD will not assume responsibility for the loss, destruction, damage or theft of any electronic communication devices;
- g) The use of WSD's or personal devices to access online content must not interfere or disrupt the school or work environment.

### 3.6 Student Responsibilities

It is expected that students will be responsible digital citizens and will behave in a manner that is respectful when using technology or working in online communities. Students will be responsible for a number of aspects of their digital experiences, by:

- a) Ensuring that access to WSD networked servers are utilized for educational purposes;
- b) Ensuring that the parent/guardian application form is signed and returned to the school in accordance with WSD School Code of Conduct;
- c) Recognizing the positive or negative impact of what may be posted online and its impact on themselves or others;
- d) Reading and interpreting information online, thinking critically and understanding the implication of what is viewed before the use of information (such as reposting, liking, referencing, etc.);
- e) Avoiding the creation of inappropriate aliases and/or using another person's information to misrepresent themselves or others;
- f) Respecting intellectual property rights;
- g) Reporting inappropriate online behaviour to teachers or principals that may be harmful or offensive;
- h) Ensuring that all online work is respectful, responsible and consistent with curriculum and instructional goals of WSD;



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- i) Being responsible while using WSD or personal devices networks on WSD property and its safekeeping. WSD will not assume responsibility for the loss, destruction, damage or theft of any electronic communication device;
- j) The personal use of technology and social media must not interfere with student work or cause disruptions to the learning environment.

#### 4. PARENT COUNCIL

WSD recognizes that parent councils play an important role in the school. Parent councils should contact the principal (or designate) to discuss the content and applications to be included on the parent council web page (located on the school web page) and to review the requirements outlined in the policy. All parent council web pages and applications should be for educational/school based purposes only.

#### 5. COPYRIGHT

The use of the WSD logo or some other representation on websites or social media accounts, must be approved by Public Relations Services. Upon approval, websites or social media accounts must identify Copyrighted to WSD - The use of the WSD logo - all rights reserved.

#### 6. PRIVACY AND DISCIPLINE

- 6.1 All users are responsible for the content and use of their personal and WSD approved social media account(s).
- 6.2 The Research Planning and Technology Services Department monitors all network traffic on WSD networks. Technology service staff will access individual staff and/or student accounts with the approval of the Superintendent if inappropriate activity or content has been reported. The review of the activity and/or content of an individual account may result in disciplinary action.
- 6.3 Any violation of this policy (including but not limited to online threats or intimidation) by staff and students may result in disciplinary measures set out within JFCBA, the school Code of Conduct, as schools may vary in the discipline imposed.
- 6.4 All staff and students will be encouraged and advised to store any personal content on web based storage services such as one drive or iCloud, as any content stored on WSD owned devices may be subject to a review in the event of a report of any privacy breaches or violations of applicable legislation or WSD Policies.
- 6.5 All users are aware that the administration may monitor, audit, intercept, review, screen, edit, delete, remove material created or stored on WSD devices, for the following purposes:
  - a) To determine and ensure compliance with this policy;
  - b) To protect students, the school division, its staff and other users and third parties from fraudulent, unlawful or abusive use of the networks;
  - c) To comply with any legislation, regulation, or government, regulatory or investigative agency request.



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6.6 All activity shall be in accordance with Division policies and applicable legislation. Always respect privacy and confidentiality of student information.

6.7 Unacceptable conduct may include the following but is not limited to:

- a) Abuse or bullying of another student or employee;
- b) Creating a negative impact on staff or student productivity or efficiency;
- c) Compromising confidential or proprietary information about, or related to, the division;
- d) Communicating information about other individuals whose individuals would reasonably expect to be private, without a legitimate and reasonable need for doing so;
- e) Engaging in real or reasonably perceived harassment and discrimination of staff and students, or any other third party;
- f) Communicating on behalf of the division, unless authorized, or required, by the staff member's duties.

7. This policy is consistent with the following WSD Policies:

- a) Policy GCP - Discipline and Discharge, all staff must adhere to the guidelines for the responsible use of networked devices and online resources/social media. Violations of JFCBA, shall be considered grounds for disciplinary action, which may include disabling access;
- b) Policy JG –Safe Schools, each school in The Winnipeg School Division shall incorporate guidelines for responsible student behaviour regarding the use of networked devices and access to online resources/social media into the school's existing code of conduct for student behaviour management;
- c) Policy JHF - Reporting Children in Need of Protection, if staff become aware of children in need of protection through social media, staff must follow Policy JHF.