

Social Media

New Challenges

Social media creates new opportunities for extending and enhancing education but poses many challenges, too. For example, it causes staff conduct to be scrutinized outside of work

because their behavior reflects on their workplace. In addition, workers have to be certain of their authority to post work-related information and photos on social media sites.

Resources

- What are the most popular social networking sites? Find out [here](#).
- Ontario College of Teachers article "[Going Social](#)"
- CUPE [Social Media Guidelines](#)
- Read about 14 Canadians who lost their jobs because of what they posted on social media. Click [here](#).



"GOOD MORNING, SWEETBUNS96...SORRY, SIR, DIDN'T MEAN TO CALL YOU BY YOUR ONLINE HANDLE!"

Reflection

When a staff member sets up a Twitter account to communicate to followers for work purposes, who owns the account (and its followers) when they leave the board? What happens when the content is requested through Freedom of Information?

Challenge:

Review all of your social media accounts. Does your use of social media align with you as a professional?

Best Practices

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1. Use sound judgement.

Canada's Supreme Court has ruled that teachers' off-duty conduct is relevant to their suitability to teach

2. Beware of the slippery slope.

Educators should never converse or share with students online in ways they would never share at school

3. Watch the time.

Stick to communicating during work hours so as not to set the expectation with students and parents that you are available 24-7

4. Keep separate accounts

for your personal and professional lives. Use board supported platforms for your professional communication

5. Ask for consent.

Make sure you have consent to post pictures of your colleagues, students, school/board visitors

