

Social Media Policy

The purpose of this policy is to establish guidelines for the appropriate use of social media by NNCEA employees. This policy ensures that social media is used responsibly, professionally, and in a manner that aligns with NNCEA's values and mission while protecting the organization, its employees, students and community members.

Scope

This policy applies to all NNCEA employees, contractors, and individuals representing NNCEA on social media platforms, both professionally and personally, when referencing NNCEA or engaging in online communication related to their work.

Definition

For the purposes of this policy, social media refers to any online platform that enables users to create, share, and engage with content or interact with others. This includes, but is not limited to, platforms such as Facebook, X (formerly Twitter), Instagram, LinkedIn, YouTube, Snapchat, and messaging apps such as WhatsApp and Messenger.

Acceptable Use

- a) Official NNCEA social media accounts should be used to communicate important announcements, celebrate student achievements, and share educational content.
- b) Employees must ensure that all communication on NNCEA's platforms is professional, respectful, and aligned with the organization's core values.
- c) NNCEA recognizes the role of social media in modern communication and allows the use of platforms such as Facebook to contact parent when necessary for school-related matters. This includes school closures, event notifications, and emergency communication.

- d) Employees may use their personal social media account during their scheduled breaks.

Prohibited Use

Employees must refrain from:

- a) Using personal social media accounts during working hours unless directly related to their job duties and responsibilities.
- b) Posting confidential, sensitive, or proprietary information from NNCEA, students, parents, or colleagues.
- c) Discussing internal conflicts, disciplinary actions, or any non-public operational details on social media.
- d) Engaging in any online behaviour that may harm the reputation of NNCEA, including, but not limited to:
 - a. Posting discriminatory, defamatory, or offensive content.
 - b. Sharing unverified or misleading information about NNCEA or its schools.
 - c. Posting negative comments about NNCEA, its employees, or its operations on personal or public social media accounts. Any employee that has comments or concerns should address them through internal channels rather than social media.

Personal Use of Social Media

- a) Employees must clearly distinguish between personal and professional social media use.

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- b) Employees must not use their NNCEA email address to register for personal social media accounts.
- c) Employees should not use NNCEA technology or devices (i.e. computers, laptop, tablets, etc.) unless it is directly related to their job duties and responsibilities.

Interaction with Parents and Students

NNCEA recognizes that platforms such as Facebook may be used for parent communication. When engaging with parents on social media on behalf of NNCEA or its schools:

- Interactions must remain professional and focused on school-related matters.
- Sensitive or confidential discussions regarding students must not take place on social media; these conversations should occur through official communication channels.

Employees should make reasonable efforts to contact parents through other communication channels (NNCEA emails, phone calls, in-person meetings etc.) before using social media. Social media should not be used for discussing private or sensitive matters, as it is not a secure platform.

Monitoring and Enforcement

NNCEA reserves the right to monitor its official social media accounts and take appropriate action if misuse is identified. This policy does not grant NNCEA authority to monitor employees' personal accounts unless a policy violation is reported or public content negatively impact NNCEA.