



Administrative Procedure 2125

Social Media and Third-Party Educational Applications

Board Governance Policy Cross Reference: [1](#), [11](#), [12](#), [13](#), [14](#)

Administrative Procedures Cross Reference:

[Student Code of Conduct](#)

[Information and Communication Technologies \(ICT\) Use by Staff](#)

[Information and Communication Technologies Use by Students](#)

[Respectful Workplace](#)

Form Cross Reference:

[Social Media and Third-Party Educational Application Consent Form](#)

[Social Media and Third-Party Educational Application - Project Proposal Form](#)

Legal/Regulatory Reference:

[The Manitoba Teachers' Society Code of Professional Practice](#)

[The Freedom of Information and Protection of Privacy Act \(FIPPA\)](#)

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The Brandon School Division recognizes that social media may, when used correctly, provide an efficient means of communicating with students and parents and may have a supportive role within the curriculum.

The Social Media and Third-Party Educational Applications Administrative Procedure has been established to support approved curricular-based projects that require functionality that extends beyond the scope of the Division internal infrastructure. Curricular-based projects must be approved as outlined below.

Definitions

- **Social Media:** Any method of communication through the Internet permitting the user to communicate publicly or to one or more people but where said communication may be viewed publicly by others and includes, without limitation: Facebook, X (Twitter), Instagram, Tiktok, LinkedIn, RSS Feeds, Flickr, Pinterest, blogging, vlogging and websites. The list herein is not intended to be exhaustive.

- **Third-Party Educational Applications (hereafter: “apps”):** are digital programs used to enhance the educational environment offered to students and staff. These apps are commonly used to provide personalized instruction, assist teachers with progress monitoring, and ease communication between the classroom and home. These apps frequently require students to have accounts, which involves the use of some basic personal information. Examples of these apps include, but are not limited to: SumDog, Mathletics, and Khan Academy. The list herein is not intended to be exhaustive. As such, third-party educational applications include any computer-mediated technologies that facilitate the creation and sharing of information, ideas and other forms of expression via virtual communities and networks. These apps may be browser-based or device-based apps.
- **Public Cloud:** Internet accessible storage or Internet accessible workspace accessible through a web browser or specific application which allows the user to store information at a remote location on the Internet (outside the Division Network or 3rd party networks contracted by the Division) and either to keep that information private or to make it available to others.
- **Private Cloud:** Internet accessible storage or Internet accessible workspace made available through a web browser or specific application that allows the user to store information on the Division network or 3rd party networks contracted by the Division, and to keep that information either private, or make it available to others.
- **Project:** Curricular based project that requires functionality that extends beyond the scope of the Division internal infrastructure. A Social Media and Third-Party Educational Application - Project Proposal Form is available for staff on the internal school website.
- **Contract:** The Social Media and Third-Party Educational Application Consent Form attached to this Administrative Procedure.
- **Email:** Electronic communication that allows the user to send a message to another user or users on the Internet.

Ownership

Any approved social media account set up by a teacher for the purpose of engaging students, parents/guardians and/or the larger community is deemed to be property of the Division and governed by its Administrative Procedures.

Permission

Before establishing a social media account, the teacher must complete an internal Social Media and Third-Party Educational Application - Project Proposal Form. The teacher must also make the School Leader aware of any terms and conditions of the site that may be relevant to the intended use of the site. In particular, the teacher shall advise the School Leader as to any minimum age requirements imposed by the maintainer of the site.

Security

In order to ensure the security of the site, the teacher shall:

1. Select a secure password, in compliance with the password requirements of the social media site, but consisting of not less than eight characters, including at least one number, one capital letter, and where acceptable, one character and unrelated to the school or the class. For example, an acceptable password would be 9Ex@mPle21. An unacceptable example would be MrsSmith#3 for Mrs. Smith's Grade 3 class.
2. Upon request, the School Leader shall be granted access to the site, including full read and write access.
3. **Under no circumstances** shall the site password be given to a student, or stored or saved in a web browser on a computer that may be used by students.

Personal Use

Social media accounts established by the teacher and used for school purposes **shall be separate** from any personal social media account used by the teacher to communicate with friends and family.

School social media accounts may not be used for personal communications and the teacher may only use school social media accounts for project purposes and for communicating with colleagues, current students and their parents, and external resources.

The teacher shall not accept friend requests or make use of their personal social media accounts when interacting with students and/or their parents/guardians, unless those students are related to the teacher or have a pre-existing friendship with the teacher.

Criteria for Use of Social Media Accounts and Third-Party Educational Applications

Social media accounts and third-party educational applications used by BSD teachers must meet the following criteria:

1. add educational value that is not provided through BSD's existing technology;
2. meet the requirements of Manitoba FIPPA law; and
3. receive approval through the Social Media and Third-Party Educational Application - Project Proposal Form.

Requirements for teachers seeking to use social media accounts and third-party educational applications in the classroom:

1. Teachers must notify parents/guardians of all social media accounts and third-party educational applications used in their classroom prior to use;
2. Teachers must provide parents/guardians with parent and/or student login information, as appropriate;
3. Teachers must only use the personal information of students that is necessary to provide personal/individual educational value;
4. Teachers must provide alternatives for students who are not permitted to use any particular social media account and/or third-party educational application;
5. Student accounts for social media accounts and third-party educational applications may only be created once the appropriate Social Media and Third-Party Educational Application Consent Form has been signed and returned with the Third-Party Educational Applications "YES" box checked.
6. Student use will be managed by the classroom teacher. For social media accounts and third-party educational applications that include a peer-to-peer or public communication feature, the Social Media and Third-Party Educational Application Consent Form must have the Social Media Application "YES" box checked.

Student Access

- No student shall be required to have an account on a social media site or third-party educational application.
- A student under the age of eighteen shall only subscribe to the social media site or third-party educational application with permission of their parent or guardian.

- Before being permitted to participate or become a member of the teacher's social media site or third-party educational application, the student must sign and return a Social Media and Third-Party Educational Application Consent Form. Where the student is under the age of eighteen years, the Social Media and Third-Party Educational Application Consent Form must be signed by both the student and the parent or guardian of the student.
- At the end of the project, the teacher shall rescind access to the social media site and/or third-party educational application for students and/or parents of students who are no longer in the teacher's class.

Record Keeping

- The teacher shall ensure that all communications on the social media site are logged and recorded.
- The teacher shall not delete, or otherwise tamper or interfere with communications on the site.
- In the event that the teacher finds a communication that breaches the rules of behaviour governing the site, the teacher may suppress the communication, but must keep a record of the communication for investigation and possible discipline.

Acceptable Conduct

- All users of social media shall treat the social media virtual site as an extension of the school, but accessible twenty-four hours per day, seven days per week.
- Students shall be bound by Administrative Procedures 2005 - Student Code of Conduct and 2055 - Information and Communication Technologies (ICT) Use by Students.
- Teachers shall be bound by their professional ethics (The Manitoba Teachers' Society Code of Professional Practice), Division Code of Conduct, and Administrative Procedures 2050 - Information and Communication Technologies (ICT) Use by Staff, and 5130 - Respectful Workplace.
- At all times teachers must model the same behaviour that they display in the classroom and hold their students to the same behavioural expectations they have for their students in the classroom.
- In the event of inappropriate conduct, appropriate disciplinary measures shall be taken, including but not limited to suspending or terminating the student's or teacher's access to the social media site or third-party educational application.

Privacy and Permanency

Students and teachers are reminded that there is no expectation of privacy in relation to the use of social media sites.

All information posted on social media sites is accessible by all users, and should be presumed accessible by the general public.

Any postings made to a social media site should be presumed permanent and teachers shall make students aware that anything they post on the social media site may be viewed by others and may remain accessible from search engines and/or from the site forever.

Approval Process

The following process will be followed for any apps teachers desire to use in their classroom:

1. The teacher will vet the app, seeking to verify it is:
 - a. pedagogically sound;
 - b. not redundant (there isn't another similar technology already provided by BSD or used within their building); and
 - c. within the requirements of The Freedom of Information and Protection of Privacy Act (FIPPA).
2. The teacher will complete the Social Media and Third-Party Educational Application – Project Proposal Form, engaging their School Leader in the process and obtaining approval from them. If the School Leader denies the use of the app, the process ends.
3. The Communications Coordinator, in conjunction with the Learning & Business Technologies Department, will review the proposal, acting as another check that the app is:
 - a. pedagogically sound;
 - b. not redundant; and
 - c. within the requirements of The Freedom of Information and Protection of Privacy Act (FIPPA).
4. The Communications Coordinator will affirm the School Leader's approval or respond with reasons why it should be denied. If there is disagreement between the Communications Coordinator and the School Leader, the request will be forwarded to Senior Administration for final decision.
5. Upon receiving this affirmation of approval, the teacher will complete and send home the Social Media and Third-Party Educational Application Consent Form.

- If this has already been sent home for the current school year, there shall be no need to send it home again.
6. The teacher will provide the completed consent forms to the school's Administrative Assistant, who will enter the response into the appropriate field in our Student Information System, and return the completed consent forms to the teacher. Teachers are required to maintain copies of these forms for the duration of the school year. Teachers must be able to provide copies of all completed consent forms upon request.
 7. The teacher will notify parents of the use of the approved app in their classroom, including any parent and/or student login information as appropriate. For any parents/guardians who have not provided consent for the use of apps, alternative methods of educational outcomes must be provided to their child(ren).
 8. The teacher is responsible to comply with the licensing requirements. Teachers must keep a copy of the licensing agreement.

Record of Approved Apps

The Communications Coordinator, in conjunction with the Learning & Business Technologies Department, will keep a list of all apps approved for division-wide use as well as for each school. Any teachers seeking to use apps that have been approved for division-wide use can ignore steps 2-4 of the approval process.