



Administrative Procedure 2215

Social Media Guidelines

Board Governance Policy Cross Reference: [1](#), [11](#), [12](#), [13](#), [14](#), [15](#)

Administrative Procedures Cross Reference:

[Communications](#)

[Accessibility Standard for Information and Communication](#)

[Web Page Guidelines](#)

[Social Media and Third-Party Education Applications](#)

[External and Internal Media Use of Images and Recordings](#)

Form Cross Reference:

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

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

[External and Internal Student Media Release Form](#)

[Accessibility Standard for Information and Communication Acknowledgement Form](#)

[Accessibility Requests & Feedback Form](#)

Legal/Regulatory Reference:

[The Human Rights Code](#)

[The Accessibility for Manitobans Act](#)

Date Adopted: August 2024

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 use of School/Classroom-based social media accounts is managed through the Social Media and Third-Party Educational Applications Administrative Procedure and has been established to support approved curricular-based projects that require functionality that extends beyond the scope of the Division internal infrastructure.

This Administrative Procedure is to be used as a guide for the use of approved Brandon School Division School/Classroom-based social media accounts.

School Based Social Media Accounts

It is expected that each school shall maintain a presence on social media in order to present information about the school. The School Principal shall designate an individual/or individuals to be responsible for managing the school-based social media accounts; however, the School Principal is ultimately responsible for the content of the school's social media accounts.

Only information deemed to be public shall be posted on the school-based social media account.

Classroom/Teacher-Based Social Media Accounts

Before establishing a classroom/teacher social media account, the teacher must complete an internal Social Media and Third-Party Educational Application - Project Proposal Form and receive approval through the designated process.

Only information deemed to be public shall be posted on the classroom/teacher-based social media account.

School-Based and/or Classroom/Teacher-Based Social Media Content Shall Not Contain:

- School maps or classroom locations (e.g. room numbers).
- Any student images and/or work product of a student who does not have a valid External and Internal Student Media Release Form on file (for reference, please review Administrative Procedure 2035 External and Internal Media Use of Images and Recordings).
- Advertising, commercial logos, or endorsement of commercial products, companies, or organizations, with the exception of school programs run in partnership with outside organizations.

Copyright

When creating social media content, all users must adhere to copyright laws when using text, audio, video, images, and background textures on web pages.

Accessibility Requirements for Publishing Social Media Content

Accessibility refers to the practice of making products, services, or environments available to as many people as possible, especially those with disabilities. This means that someone with a disability should be able to “access” social media content as effectively as someone without a disability. Creating accessible social media content contributes to digital equity and inclusion.

Alt Text for Images

Alt text (short for alternative text) is displayed when images are not visible to people who need large print, braille, speech, symbols, or simpler language.

Alt text is not displayed with the image. It’s part of the background code that is accessible by screen readers.

Example:

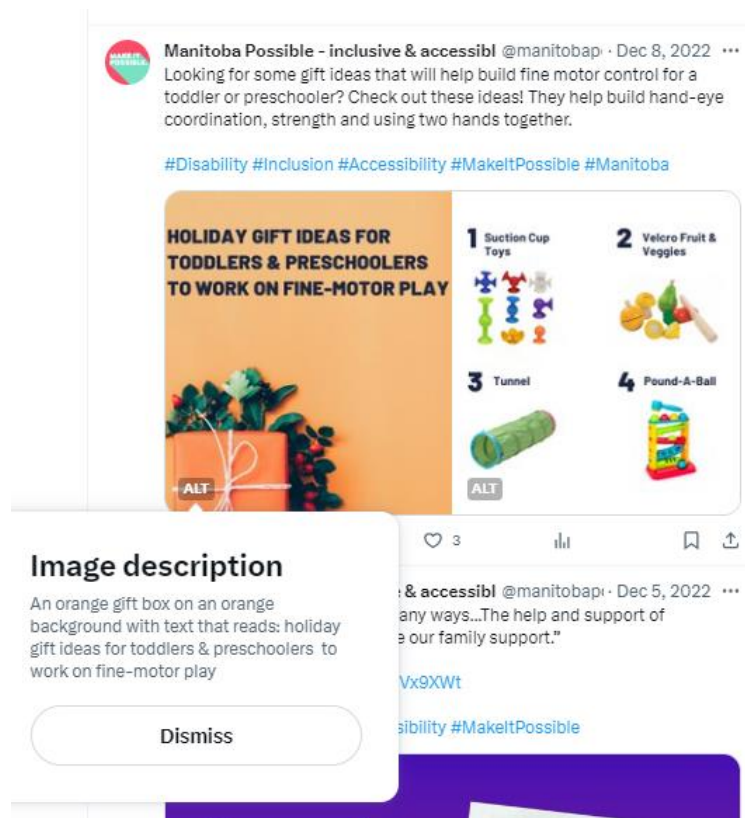
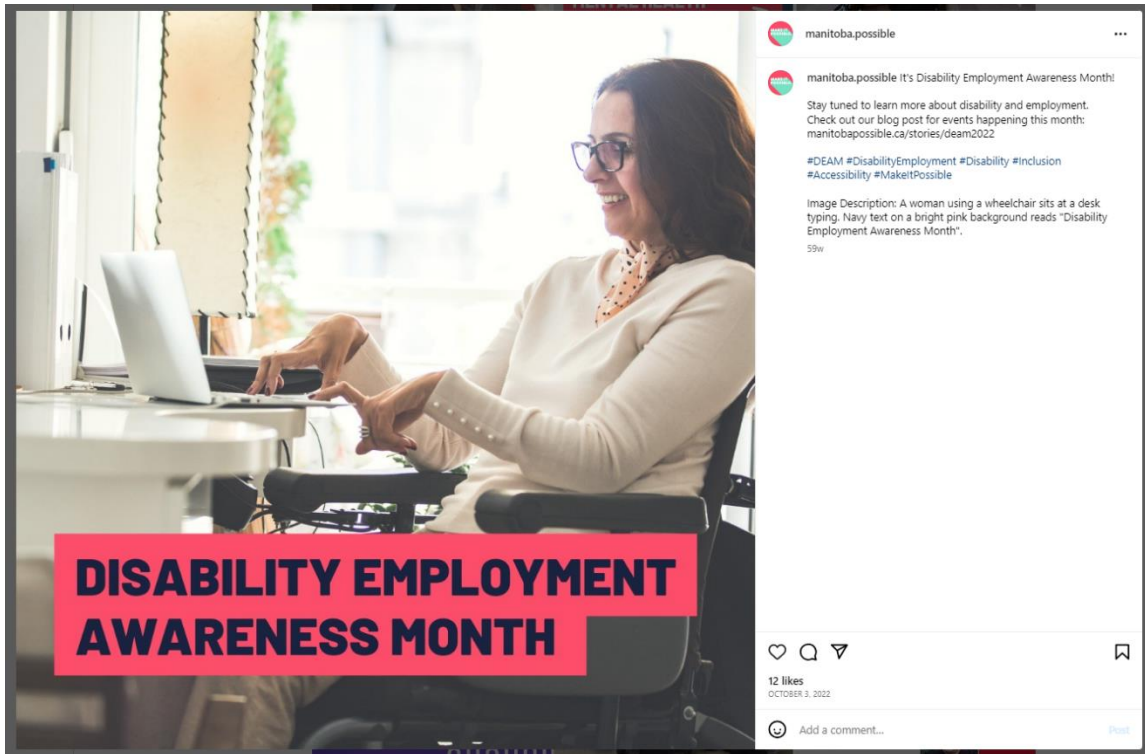


Image Descriptions

Image descriptions are used on social media posts to add more descriptive text and are helpful for people who cannot see the full images and don't use a screen reader.

Example:



Captions for Video Content

Captions provide a text version of spoken words, along with any sounds that are important to understanding the context, so people who can't hear can comprehend the information.

Captions are used in videos to provide a text alternative to sound so that people who have hearing or visual disabilities can understand video content. Open captions are permanently fixed to the video and can't be turned on or off. Closed captions can be turned off by the viewer.

Using Plain Language

Use short, familiar words to express your message clearly. Logical word order and solid grammar will ensure that your message is conveyed in a concise, well-informed manner.

Hashtags

Hashtags are used for searching—think of a hashtag as your virtual filing system—and use words that people could use to search for your content on social media.

Use #CamelCase to improve readability. Individuals who use screen readers that read text aloud will detect the individual words in hashtags using CamelCase rather than one long single word.

Fonts, Colour Contrast and Text Size

Choose plain fonts that are easy to read and use high contrast or a black background for text over a busy image and avoid putting text in images because screen readers can't read it.

Avoid decorative fonts or fonts with thin strokes and make the text size bigger so it's easier to read. If you use text in a small font that's hard to read and depend on people to tap and hold the screen to read it, it's too small.

This colour contrast chart shows some examples of colour combinations that provide poor and good contrast. Some colour combinations can cause seizures or physical reactions for people with vestibular disabilities like vertigo and dizziness or can cause migraine if the colours appear to be vibrating or have too much contrast.

	RED	ORANGE	YELLOW	GREEN	BLUE	VIOLET	BLACK	WHITE	GRAY
RED		POOR	GOOD	POOR	POOR	POOR	GOOD	GOOD	POOR
ORANGE	POOR		POOR	POOR	POOR	POOR	GOOD	POOR	POOR
YELLOW	GOOD	POOR		POOR	GOOD	POOR	GOOD	POOR	GOOD
GREEN	POOR	POOR	POOR		GOOD	POOR	GOOD	POOR	POOR
BLUE	POOR	POOR	GOOD	GOOD		POOR	POOR	GOOD	POOR
VIOLET	POOR	POOR	POOR	POOR	POOR		GOOD	GOOD	POOR
BLACK	GOOD	GOOD	GOOD	GOOD	POOR	GOOD		GOOD	GOOD
WHITE	GOOD	POOR	POOR	POOR	GOOD	GOOD	GOOD		GOOD
GRAY	POOR	POOR	GOOD	POOR	POOR	POOR	POOR	GOOD	

For further information related to Fonts, Colour Contrast and Text Size, review Administrative Procedure 2210 Clear Print Guidelines.

If you have any questions about the design and content of your social media content, please send an email to the Brandon School Division Communications Coordinator at: info@bsd.ca for assistance.