



TITLE: Guidelines for Using Social Media

EFFECTIVE DATE	AUTHORIZATION REQUIRED	RESPONSIBILITY FOR FOLLOW- UP
May 22, 2014	Computer Services	Computer Services

FLOW SHEET

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ADOPTION	May 22, 2014	Computer Services

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INTRODUCTION

The Commission scolaire du Littoral (CSL) has a presence on social media, such as Facebook, LinkedIn and Twitter. These platforms are accessible on the Internet and are very popular among young people.

These communication tools also contribute to improving the social climate by highlighting the quality of the work done by our staff. The different media activities organized and broadcast at little cost on social media (SM) are aimed at increasing the CSL's outreach, reflecting its desire to be of service to the community. Thanks to SM, the CSL is increasingly attractive to new recruits and a more stimulating work environment for staff.

UTILIZATION FRAMEWORK

Use of SM is therefore encouraged for professional purposes, but personal use is prohibited for all School Board employees during work hours. Moreover, SM cannot be accessed from any computer terminal located on the premises. Although the CSL monitors traditional and social media, it asks all employees to contact the assistant to the Secretary General in the event they see information that contravenes the laws, regulations, or policies set out below.

The main objective of these guidelines is to ensure that anyone from the CSL who uses SM does so in a way that is relevant and courteous, respecting all laws, regulations, and guidelines in effect. These guidelines complete other internal policies relating to the use of computer and network usage within the CSL.

DEFINITION OF SOCIAL MEDIA (OR SOCIAL NETWORKS)

SM are defined as any type of application, platform and virtual online media designed to facilitate interaction, collaboration and file sharing. SM on the Internet include:

- social networking sites (Facebook, MySpace, Digg, Ning, Friendster, LinkedIn, etc.)
- video or photograph sharing sites (Facebook, Flickr, YouTube, iTunes, etc.)
- microblogging sites (Twitter, etc.)
- personal or corporate blogs, hosted by traditional media (Vidéotron, Canoë, Journal de Montréal, TVA, Radio-Canada, etc.)
- discussion forums (Yahoo! Groups, Google Groups, Wave, MSN Messenger, etc.)
- online encyclopedias (Wikipedia, etc.)
- any other Internet site that allows users or companies to use online publication tools

SOCIAL MEDIA CODE OF CONDUCT

Information published by users may be interpreted by others as being the position of the CSL. It is therefore essential that employees identify themselves and express themselves in a pertinent, respectful, and constructive manner whether towards a person or a body. Anyone who discusses CSL-related matters when using SM is personally responsible for the content published on these sites or on any other content platform. Although freedom of expression is encouraged and is a fundamental right of employees, respect must be shown for others when exercising it. There are rights protected under the law such as the right to respect for privacy and personal reputation.

Users must not disclose confidential or strategic information from the CSL on any SM.

In case of doubt, users should ask the opinion of a superior.

RESPONSIBILITY AND POSSIBLE SANCTIONS

No contentious content will be tolerated on the CSL's SM. For the purposes of these guidelines, the following constitutes contentious content:

- content that violates others' basic rights, especially their right to respect for privacy and personal reputation
- defamatory statements (attacks, insults, threatening or obscene language, homophobic remarks, harassment, blackmail) or propaganda
- confidential information
- pornographic material
- comments unrelated to the contents or discussion in question
- commercial ventures, advertising, or spam (hyperlinks not directly related to content published by the CSL)

Content deemed to be contentious will be removed without prior notice, including the privilege of being a group member. If there are reasonable grounds to believe that there is misuse or use contrary to these guidelines, the employer may carry out checks and controls and, if necessary, take appropriate measures.

Finally, in order to protect your privacy and that of others, the CSL recommends that you do not post your telephone numbers, photographs, or personal information on any SM.