

KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

POLICY STATEMENT

Section: Board and Community

- Community Relations

Policy Code: B-7.5

Policy: SOCIAL MEDIA AND DIGITAL COMMUNICATIONS

Page 1

The Kawartha Pine Ridge District School Board (KPR) is committed to open, two-way communications with parent(s)/guardian(s), school councils, students, community partners and members of the public. The rapid growth of digital technologies and social media offers an unparalleled resource for communications. Student and staff safety, privacy and confidentiality of information must remain paramount.

KPR encourages the use of social media for both organizational communications, and as a collaborative learning tool with students. The intentional incorporation of digital citizenship is foundational to the use of social media with students.

Board employees are expected to conduct themselves in a professional manner at all times. All communications using social media must be professional, inclusive and in accordance with all Board policies and regulations.

The administrative regulations on Social Media and Digital Communications reflect the philosophy of this policy and provide specific guidelines to ensure appropriate and effective use of digital technologies and social media.