

Revised: February 2026

### Background

Christ The Redeemer (CTR) Catholic Schools recognizes the use of social media as an effective tool to communicate and engage with staff, parents, students, and the greater community. CTR Catholic is committed to supporting the use of social media to interact knowledgeably and responsibly for instructional and professional development purposes. The procedures below have been developed to ensure appropriate and effective use of social media within and for CTR Catholic. Following these procedures will ensure that CTR Catholic is represented in a positive, accurate and transparent manner.

Trustees, permanent or temporary staff, contractors, parent council members, volunteers or students with Division-approved accounts are personally responsible for the content published online through social media.

This procedure supports privacy-safe storytelling and responsible records management for all division-approved social media accounts. This administrative procedure strictly prohibits the violation of any laws, policies of the Board, or professional obligations of any participants in the division or individual school social media accounts. Consequences of any breach of the procedure will vary with respect to role of the individual(s) involved and the laws and/or policies deemed to have been breached; and could include, but not be limited to: loss of access privileges; loss of volunteer position; student discipline measures; employee disciplinary action including employment suspension or termination; complaints to professional bodies; or legal action, including criminal prosecution.

### Procedures

1. CTR Catholic's staff members must be aware and always follow their professional codes of conduct and the division's ethical standards whether in a traditional school environment or an online environment.
2. CTR Catholic employees should not friend or follow students, parents, or guardians.
3. All online correspondence between staff and students must be related to course work or school-sanctioned clubs/teams/activities using CTR Catholic approved communication software (e.g. CTR Catholic email, BrightArrow, Google Chat). Employees should not communicate with students about private and personal issues via social media, private email, text/video message, or phone. If a student contacts an employee regarding a personal or private issue, the employee should inform their supervisor, with any subsequent communication occurring on a CTR Catholic approved platform.
4. Interactions Representing the Division:

- 4.1. Employees are personally responsible for all content they publish online, and must comply with copyright law, whether on Division accounts or personal accounts. They must refrain from using division and school logos on personal accounts.
  - 4.2. As representatives of CTR Catholic, whether in or out of the classroom, employees must always maintain professional conduct on all digital and social media platforms.
  - 4.3. School administrators and their designates are responsible for their school's social media accounts. Unless given permission by the Director of Communications, other staff are not authorized to use social media to represent a school, a department, or the division.
  - 4.4. The Director of Communications and account administrators reserve the right to delete or remove any posting, photo, comment, or mention that violates CTR Catholic's policies, or that is abusive, hateful, degrading, discriminatory, defamatory, or offensive in any manner.
  - 4.5. CTR Catholic reserves the right to delete comments that: are spam or advertising; are clearly off-topic or disruptive; advocate illegal activity; promote services, products, or political organizations; infringe on copyright or trademarks; violate any CTR Catholic's policies or procedures. Individuals who do not follow the guidelines below will have their posts removed and/or be blocked.
  - 4.6. If social media is used as a teaching tool in a classroom, they are seen as extensions of the school and must reflect the vision, mission, and values of the Division.
5. Respect, Privacy and Confidential Information:
- 5.1. Employees must adhere to the Access to Information Act (ATIA) and the Protection of Privacy Act (POPA) when collecting, using, or disclosing personal information through any division-approved social media account, including photos, video, audio, student work, names, and other identifying information.
  - 5.2. Employees are prohibited from sharing student information, photographs, or student work on personal social media pages or personal websites.
  - 5.3. Staff activity online including, but not limited to, blogs and social networking sites must not include sensitive or confidential information related to CTR Catholic or that identifies a student without consent from the students' parents/guardians. Consent is obtained via the Student Information Update in PowerSchool and social media managers must ensure this consent is obtained prior to posting identifiable student content.
  - 5.4. Account managers must use privacy-protective practices, including data minimization (share only what is necessary), avoiding unnecessary identifiers (full names, schedules, locations in real time), and refraining from tagging or otherwise linking identity unless specifically authorized by consent and CTR Catholic guidance.
    - 5.4.1. Tagging/mentioning: do not tag students or link identity unless consent/CTR Catholic guidance explicitly permits it.
    - 5.4.2. Direct Messages (DMs): do not collect sensitive personal information via DMs; redirect to approved channels.
    - 5.4.3. Reposting: do not repost third-party content featuring students unless CTR Catholic has confirmed appropriate consent and scope.
  - 5.5. If a staff member becomes aware of a suspected privacy issue related to social media (e.g., identifiable student content posted without consent, inappropriate tagging, disclosure of sensitive information), they must notify the school administrator and the division's Access and Privacy Coordinator immediately.
  - 5.6. Account administrators must follow CTR Catholic's Privacy Management Program (PMP) guidance for social media retention, recordkeeping, and the management of content created or received through division-approved social media accounts.

5.7. Staff members are considered an integral part of our school community and may be photographed routinely for social media purposes. If staff members prefer not to be included in social media content, they are asked to notify their administrator at the beginning of each school year.

6. Social Media Account Set-up:

6.1. Approval from the school principal, in consultation with the Director of Communications, must be obtained before setting up a social media account for the school, classrooms, departments or sports teams.

6.2. All school sanctioned social media groups shall have at least two members with administrative privileges including an administrator and/or the Director of Communications.