

SOCIAL MEDIA GUIDELINES

FOR CATHOLIC SCHOOL PARENT COUNCILS

The following information is presented as a summary of TCDSB Social Media Guidelines. Please refer to the entire document for further details on the below guidance.

TCDSB CSPC Social Media Account Managers MUST:

AUTHORIZATION

- 1 Obtain written authorization from the school principal to operate a CSPC social media account.
- 2 Ensure any account names/handles are approved by the principal and under the following format:
 - CSPC name followed by “_TCDSB” OR “.TCDSB”
 - Existing accounts that do not follow the above guidelines are asked to update their handles immediately by accessing profile settings.

SECURITY

- 3 Maintain log in credentials and manage account change overs (i.e. new CSPC chair).
- 4 Provide logins to the principal upon request.
- 5 *Personal information including images, videos, artwork and names may not be shared on social media without written consent.*
 - Students and staff for whom consent is not given must be excluded, obscured or blurred before appearing on social media accounts.

CONTENT

- 6 Represent the mission, vision and values of the TCDSB. Content posted should be positive in tone, informative and relevant to the school/board community. Examples include:
 - Celebrating student success (ensuring compliance with consent)
 - Important dates, public meetings and event notifications
 - News on student programming
 - School, bus and event cancellations
 - Education-related updates and resource.
- 7 Not include any advertisements, logos, testimonials or endorsements of any product or company, except for official TCDSB partnerships, e.g. the Angel Foundation.

ENGAGEMENT

- 8 Exercise caution when re-posting, ‘liking’ or ‘favouriting’ external content; this may be perceived as an endorsement.
- 9 Not endorse any third-party educational services or products, such as education technology apps or tutoring services.
- 10 Maintain a clear distinction between personal parent/guardian account and CSPC account.
 - Social media accounts that blend personal and professional content are strongly discouraged.