



REPORT TO

REGULAR BOARD

UPDATE ON ACCEPTABLE USE OF TECHNOLOGY POLICY AND SOCIAL MEDIA GUIDELINES

And do not forget to do good and to share with others, for with such sacrifices God is pleased. – Hebrews 13:16

Created, Draft

May 12, 2021

First Tabling

May 20, 2021

Review

[Click here to enter a date.](#)

Shazia Vlahos, Chief of Communications & Government Relations

INFORMATION REPORT

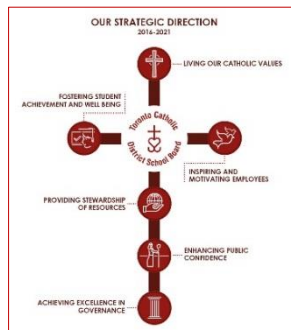
Vision:

At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:

The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.



Brendan Browne, PhD
Director of Education

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A. EXECUTIVE SUMMARY

At the Special Board meeting on April 28, 2021, Trustees approved a motion that staff draft a social media policy.

This report will update the Board of Trustees on the current [Acceptable Use of Technology Policy A.29](#) and the accompanying [Social Media Guidelines](#).

The cumulative staff time required to prepare this report was 1 hour.

B. PURPOSE

1. This report seeks to clarify that Trustees have already approved an updated Acceptable Use of Technology Policy A.29 on January 29, 2021 which includes scope over social media. Additionally, accompanying Social Media Guidelines were developed to offer the TCDSB community with “best practices” and considerations for engagement on TCDSB social media platforms.

C. BACKGROUND

1. At the Special Board meeting on April 28, 2021, following discussion on the Integrity Commissioner’s Disposition Report, a Trustee asked whether an applicable policy for social media exists. During that time, information was shared about the TCDSB’s social media guidelines that had been developed in consultation with stakeholders and has become operational.
2. At that time, reference to the applicable Acceptable Use of Technology Policy A.29 was missed.
3. Reference to the Acceptable Use of Technology Policy A.29 is important given the consultations that took place over the course of approximately two years with stakeholders, which led to the Board approval of the policy in January 2021.
4. Simultaneously while Policy A.29 was being revised, the Chief of Communications together with the Senior Manager for Record Management and Freedom of Information started to research and develop the first-ever TCDSB social media guidelines to accompany the Acceptable Use of Technology Policy A.29 to serve as an operational document.

5. The TCDSB Social Media Guidelines encompasses social media best practices developed following research and a review of documents from other Ontario school boards and school districts in other jurisdictions.
6. The Social Media Guidelines underwent consultations with stakeholders including CPIC, OAPCE, union groups, principals, legal and other central departments over the course of approximately two years.
7. On March 9, 2021 Trustees were provided with an opportunity for any additional input before operationalizing of this accompanying resource to the Acceptable Use of Technology Policy A.29.
8. At the April 19, 2021 CPIC meeting, the Chief of Communications made another presentation to members, received additional feedback and made updates to the Social Media Guidelines.
9. At the April 26, 2021 OAPCE meeting, the Chief of Communications made another presentation to members, received additional feedback and made updates to the Social Media Guidelines.
10. At the April 29, 2021 Principals Meeting, the Chief of Communications made another presentation regarding the operationalizing of the Acceptable Use of Technology Policy A.29 and accompanying Social Media Guidelines.

D. EVIDENCE/RESEARCH/ANALYSIS

1. In the Acceptable Use of Technology Policy A.29, under Scope and Responsibility, it notes that “This policy applies to all individuals including students, employees, trustees, parents... of the Board while using any Board owned or managed information technology or related services of any kind either remotely or while on Board property, and all personally-owned electronic communication technology when used to access Board resources from any location”. It also notes that examples of such technology include social media platforms and that all technology users share the responsibility for compliance.
2. Recognizing that social media is impossible to police at all times, there was recognition of a need to fill the gap with operationalizing best practices around social media use within the TCDSB context as per the scope of the Acceptable Use of Technology Policy A.29.
3. Hence, the Chief of Communications began to develop the TCDSB’s first-ever Social Media Guidelines, together with input from stakeholder engagement.

4. Following consultation with parent groups, the Social Media Guidelines were updated to include a section on Compliance, whereby all users are reminded that the Acceptable Use of Technology Policy A.29 is the applicable policy and applicable actions in the event there are instances of non-compliance.
5. Given the ever-evolving nature of social media and their relevant platforms, best practices suggest that guidelines are most appropriate as they enable timely updates when required as the social media landscape continues to change.
6. The Social Media Guidelines serve as an invaluable resource to support the scope of social media within the Acceptable Use of Technology Policy A.29.

E. CONCLUDING STATEMENT

This report is for the information of the Board.