



Policy: Employee Social Media Policy

Policy Number: GL

Policy Type: Personnel

Background:

The Employee Social Media Policy governs the publication of, and commentary on social media by employees of Hanover School Division (“HSD”). This policy and the requisite procedures, provide guidance and direction for the appropriate use of social media - in alignment with HSD policies. The terms as defined, seek to ensure appropriate use and to mitigate exposure to risk, for employees and the Division. HSD employees are free to publish or comment on social media in accordance with this policy.

Definition of Social Media:

Social media refers to any form of digital communication that enables users to create, share, or exchange information, ideas, and content. This includes, but is not limited to, social networking sites (e.g., Facebook, X (formerly Twitter), LinkedIn), blogs, wikis, video-sharing platforms (e.g., YouTube, TikTok), messaging apps, forums, and any other online platforms used for communication and interaction.

Policy

Any use of social media related to work or school that involves students and/or Hanover School Division employees is deemed professional-use, and therefore professional codes of conduct including all pertinent HSD policies and procedures must be followed. Use of social media for professional purposes is an extension of the workplace.

Hanover School Division takes no position on employees' decision to participate in the use of social media for personal use, on personal time. Although this policy does not govern such personal use, the Supreme Court of Canada has ruled that teachers' off-duty conduct, even when not directly related to students, is relevant to their suitability to teach. Statements like “*Tweets are my own and don't reflect my employer's views*” don't hold true for educators. As such, employees should use sound judgment and due care when using social media while on and off-duty.

Date Policy Created	June 8, 2018
Date of last Review:	May 6, 2025
Reference(s):	<ul style="list-style-type: none">• The Educational Administration Act (C.C.S.M.C. E10) Part V:28 (3)• Public Schools Act• The Defamation Act (RSM 1987, c D20)• The Freedom of Information and Protection of Privacy Act (SM 1997, c.50)• The Manitoba Human Rights Code (SM 1987-88, c.45)• The Privacy Act (RSM 1987, c. P130)• The Protecting Children (Information Sharing) Act (SM 2016, c.17)• School Administration Handbook Procedure P-GLA Use of Social Media• Supreme Court of Canada Rulings on Teachers' Off-Duty Conduct:<ul style="list-style-type: none">• Ross v. New Brunswick School District No. 15, [1996] 1 S.C.R. 825• Kempling v. British Columbia College of Teachers, 2005 BCCA 327

Related Forms:

- P - GE - 111 Use of Social Media for Employees Procedure
- SA - 35 Social Media Guidelines for School Procedure