

CPSB SOCIAL MEDIA POLICY

Frequently Asked Questions



- **What social media tools are CPSB approved for instructional purposes?**

Many social media sites can be used for instructional purposes with the exception of Facebook.

- **The policy references that I'm responsible for the content on my social media sites, including content added by my friends or the public. What does that mean?**

You are responsible for the content posted from **your** social media sites, including content added by someone logged-in to your personal accounts. You are not responsible for what friends or the public may tag you in or post about you. However, if you appear as the author of an inappropriate post, you are responsible.

- **Are there guidelines for official CPSB pages?**

Yes. Usage guidelines exist for the creation of both a [CPSB Facebook page](#) and [CPSB Twitter Page](#).

- **Am I responsible for advertisements that appear on my social media site and can be viewed by others?**

You are not responsible for advertisements generated by social media sites that may appear on your page.

- **Does the social media policy address writing editorials to local media outlets?**

No. The policy does not encompass employees writing editorials.

- **Can CPSB resources be used during personal time for things unrelated to my employment?**

No. Please see CPSB's [Acceptable Use Policy](#).

- **How will those who manage official CPSB pages be affected by this policy?**

Managing official pages for your school/department is considered part of your job as a CPSB employee. You are allowed to access those official pages during working hours to share with and engage the community.

- **What state and federal laws are being referenced by the policy?**

All laws and other policies referenced in the Social Media Policy are included in its content.

- **Does the policy affect an employee's professional social media page?**

Employees may utilize a professional social media profile referencing their employment. Written permission to create and/or manage these profiles is not required as long as there is no communication with students.

- **The policy references employees must use School Board-controlled technological resources to communicate with students. Does that mean texting and/or messaging my school-aged babysitter violates policy?**

Yes. Please see CPSB's [Electronic Communications Policy](#).

- **Are memes (a humorous image, video, text, etc.) included in the language regarding profane or obscene material?**

Yes. Memes are considered a form of communication on social media sites and are not to contain profane, pornographic, obscene, indecent, lewd, vulgar or sexually offensive language.

- **Does this policy apply to me even if I don't list myself as a CPSB employee?**

Yes. This policy applies to all employees regardless of being listed as a CPSB employee or not.

- **Can I create a Facebook page for my classroom to utilize as a parental communication tool?**

Yes, once receiving approval from your administrator. You will need to utilize the CPSB Facebook Usage Guidelines to operate your page.