



# SOCIAL MEDIA POLICY

## GUIDING PRINCIPLES GOVERNING SOCIAL MEDIA USE

For the purposes of this policy, Social Media includes but is not limited to Facebook and Twitter.

1. Content posted on Social Media forums bearing the DJCS title should be related to the DJCS.
2. The protection of personal information is a responsibility of all who use DJCS Social Media forums.
3. The Social Media policy and description of active forums will be posted for review by members of the community and the public.
4. Content may be posted by Board and Staff, parents, students, teachers, family and friends of the DJCS community. Community members who post should observe the DJCS values of plurality, mutual respect, and building Jewish community in downtown Toronto.
5. The Board and Staff of the DJCS will make every reasonable effort to protect the community and its values online, just as we do in the physical space of the school. To protect the community's interest and values, the assistance of the DJCS community who contribute to and enjoy the Social Media platforms is necessary and encouraged.
6. Board members and Staff responsible for Social Media will monitor the platforms for content disruptive of those values and offensive or inappropriate content will be removed. Community members share responsibility for identifying and flagging such problematic content.
7. Privacy will be respected. All students represented in images and other content posted online on DJCS forums must have a parent's permission form on file with the DJCS. In the case of images and other content posted by parents and students, consent for the material representing those persons is implied by the posting. Parents and students must respect the wishes of other community members regarding the material that represents them when those wishes have been made clear.
8. If any parent has a concern with posted material they are encouraged to flag this material to the DJCS Principal for immediate action. Inquiries and complaints will be addressed in a timely fashion. Mistakes in labelling or communications will be corrected.