



Wild Rose School Division Social Media Guidelines

Wild Rose School Division (WRSD) encourages the use of social media by its employees and partners. The use of social media by businesses and the public is changing the way communication occurs. As a division we recognize that using social media will enable our staff, schools and teachers to develop stronger relationships with key stakeholders, keep them better informed and provide timely information. We support this kind of interaction and moving forward social media will be one of our communication corner stones.

These are the official guidelines for using social media when working for WRSD. These guidelines define the lawful uses of social media for employees who engage in social media, whether personally or professionally. If you are a partner or contractor creating or communicating through blogs, websites and other social media tools these guidelines are also for you. We understand the world of social media is constantly changing. It will always be important to check back on these guidelines to make sure you're staying up to date

Four Rules of Engagement

Use Common Sense: When stepping into the social media world it's important to remember communicating and building relationships are something you do every day. However, in the online world there are no public, private, personal or professional titles, all of these get mixed together. When you identify yourself as a Wild Rose School Division employee, you become immediately seen as an expert and representative of the whole division. We have confidence you will be able to handle this role. Just remember professional, simple and appropriate communication will always be best.

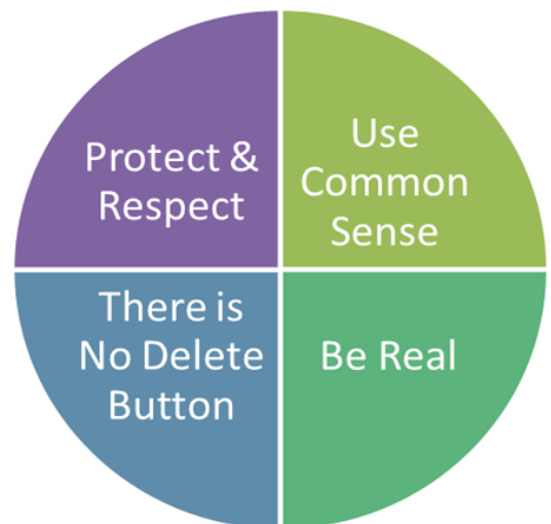
Smell Test: Always think, "would I show this to my mom, grandpa, kids and friends," before you send it out. If it doesn't pass this test, don't post it, as they may end up seeing it later.

Be Interesting: The social media world is big and busy. If you want to stand out, be unique, helpful and different. Remember it's a conversation, so if you can be engaging you're more likely to get people to notice.

Keep Your Cool: Social media has a way of getting under peoples' skin. It is okay to engage in healthy debate but when entering into these situations do not lose your cool. Try to always make sure whatever you're posting is thought out, careful and considerate. Do not have an instant reaction to some insult. We encourage debate to happen but taking the high road will always lead to a better result.

Social Media Definition:

Social media is the variety of tools and technologies used to upload and create online content. These technologies take on many forms such as; blogs, wikis, social networking, video sharing, websites and many others. For any help defining if a technology fits under the social media umbrella please contact the Wild Rose School Division office.





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There Is No Delete Button: The digital world is written in permanent ink. Remember whatever you say isn't going to go away. The internet doesn't forget.

Don't Overshare: Always think, "is this relevant and important," when creating content. Social media thrives on being crisp and relating to your audience. Think with the mindset that smaller is better than bigger. You don't want to waste people's time.

Screwing Up Is Ok: We all make mistakes, lots of them. When this happens do not try to hide, delete or edit it. Just admit to your mistake and be quick to fix it. Owning your mistakes can often be one of the best ways to establish credibility.

Be Real: The easiest way to become noticed very quickly in the social media world is to be honest or dishonest. When representing the WRSD, please be open, honest and ethical.

Be Yourself: Stick to what you know and who you are. Often people try to create a social media image different than real life. This will only lead to trouble. Do not try and change who you are, instead be proud.

Be Transparent: Always use your real name, current position in the organization and make it clear you're working or associated with WRSD.

Be Truthful: If you have a bias to a subject or direct interest make this clear when you're engaged in the social media world. Do not try and hide behind words but be upfront and specific about what you're saying.

Protect & Respect: In the middle of being yourself, being interesting and being transparent you do not want to infringe on WRSD confidentiality or your own privacy. Remember everything written on the internet is public and searchable. Whatever you write will always come back to you.

Don't Tell Secrets: Never reveal information that is confidential to WRSD. There is a variety of off limit topics such as: student information, union information, policy changes and many others. Remember if you are unsure before you send it out then stop.

Don't Slam the Competition (Or within WRSD): Remember the Golden Rule, "Treat others like you want to be treated." Anything inappropriate not only reflects negatively on yourself but the division and your colleagues. It is ok to disagree, debate or express your own opinion, just keep it clean.

Be a Valued Member: If you have joined a social media tool don't just stop once you register. Make sure you are a contributing member either through your own content or on the content of others. You may only connect with three people when you first start out but treat it as if it's ten thousand.