| Guideline | | |
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| **Use of Social Media and Education Applications** | **References:**<br>The Education Act, 1995,<br>The Local Freedom of Information and Privacy Act<br><br>**Related:**<br>AP 525 Employee and Student Use of Technology | **Tracking:**<br>Replaces Directive from December 2018 |
| | | **Status:** Published – 08/15/2019,<br>**Updated:** 09/30/2020 |

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**Background**
Supporting students and staff in a Culture of Excellence means ensuring a clear and simple processes across the school division that protect the privacy of students.

**Protocols**
When using student-identifying images and information within online educational application tools or social media:

1. If an image of a student is to be taken, it will be taken on an NESD authorized device and not on a staff member's personal device.

2. **Each school is required to create a list** to be shared with all staff members and community coaches who require knowledge about student privacy status. This list will include students in their school who, under "Permissions – 3 (Freedom of Information & Protection of Privacy)" on their Student Registration Form have marked "NO" or provided specific limitations surrounding the use of photographs.
   a. These students must be designated in MSS with an "alert" visible on their student record.

3. If students have a non-disclosure, avoid taking any pictures of them.

4. Administrators must communicate an internal vetting process to ensure privacy of students.
   a. The process must be communicated to all staff and community coaches.
   b. The process must include but is not limited to:
      i. Images will not be uploaded to school social media accounts (private or non-private) or educational applications unless:
         1. Preapproval for select groups is established and documented (example - homerooms, teams) and there is no possibility of other people visible in the background.
         2. Images are approved by a second person (with familiarity of the students in the photo), confirming the images of student(s) with non-disclosure requirements are not visible in the pictures (face, or other identifying aspects).

These protocols are in place to protect the privacy of students and families and to help support staff in meeting these privacy needs.