	Administrative Procedure **Employee and Public Use of Social Media**	
	Department:	**Corporate Services and Communications**
	Approved by:	**Leadership Council**
	Date Approved:	**August 12, 2025**
	Revision Date(s):	**August 12, 2025**
	Review Date:	
	External References • *The Education Act, 1995* • Government of Saskatchewan Social Media Policy and Guidelines, 2023	
	Internal References • Acceptable Use of Technology AP • Code of Conduct AP • Conflict of Interest AP • Media Relations AP • Privacy AP	

Purpose

- To provide guidance and outline expectations regarding the use of social media by employees of Saskatchewan Distance Learning Centre (Sask DLC). This procedure aims to ensure that Sask DLC employees conduct themselves in a manner consistent with their function and role while leveraging social media as a powerful communication tool.

Scope

- This procedure applies to all employees of Sask DLC, including practicum students, who operate official social media accounts and those employees who maintain personal social media pages. It also applies to users of our social media channels and portals, which may include parents, students and members of the public.

Policy Statement

- Sask DLC recognizes the importance of social media as a powerful communication tool to reach a wide audience on an accessible platform.

- Sask DLC employees are expected to maintain professionalism and integrity in all social media interactions. Employees are to refrain from posting content that may compromise the reputation of

Sask DLC or undermine public trust in the organization.

- Any official social media accounts representing Sask DLC must be approved by the designated Sask DLC authority. Only authorized personnel are permitted to create, manage or post content on these accounts.

Procedures:

1. Participating as an Official Sask DLC Spokesperson
   a) Any social media account that is affiliated with Sask DLC must not:
      i. conflict with the mission, values and objectives of Sask DLC;
      ii. contain or link to libelous, defamatory or harassing content;
      iii. reveal proprietary information about Sask DLC business;
      iv. reveal confidential or personal information about anyone; and,
      v. use pseudonyms or false screen names.
   b) Information (including images, graphics, video, etc.) posted on Sask DLC social media channels must abide by copyright laws and must be used only with permission or appropriate citing of the source.
   c) Sask DLC employees establishing or participating in social media activities as part of their official duties must ensure the appropriate approvals have been received prior to engaging. To seek permission to operate an official social media account, Sask DLC employee must:
      i. submit a formal request to Sask DLC Communications Executive Director for permission to create or manage an official Sask DLC social media account;
      ii. provide a detailed plan outlining the purpose, target audience, content strategy and management approach for the proposed social media account; and,
      iii. await approval from Sask DLC Senior Leadership Council before proceeding with the creation or management of the social media account.
   d) Sask DLC's Communications Executive Director is the administrator of all Sask DLC social media accounts and/or channels and is responsible for determining appropriate permissions.
   e) Any abusive conduct or inappropriate language used by a member of the public on Sask DLC social media accounts is unacceptable and will not be tolerated.
      i. Comments and questions of inappropriate nature may be removed at the administrators' discretion.
      ii. Posts that contain the following will be removed at the discretion of the administrator: spam, bullying, intimidation, harassment, hateful content, threats, discrimination, pornography, graphic violence, defamatory or derogatory comments, content infringing or violating someone's rights or otherwise violates the law, personal, sensitive, or financial information, product/service promotions and other advertisements.
      iii. Individuals who are deemed to be in violation of the acceptability guidelines may be temporarily banned or blocked from Sask DLC social media portals for their conduct.
   f) Sask DLC reserves the right to shut down any Sask DLC social media channel for any reason at any time.

2. Participating Personally
   a) Employees of Sask DLC participating in social media in a personal capacity, are expected to comply with the guidelines highlighted below:

i. ensure you do not imply in any way that you are authorized to speak on behalf of Sask DLC. Sask DLC reserves the right to request material misrepresenting Sask DLC to be removed;
ii. be clear that you are sharing your personal views and opinions and not the position of Sask DLC;
iii. if you find yourself in a situation where it may be construed that you are in capacity as your official role with Sask DLC, do not engage in the particular topic or forum;
iv. any social media identities, login IDs and usernames for social media accounts used in a personal capacity may not include Sask DLC name;
v. do not take part in any political or public activity which compromises or might be seen to compromise your impartial, non-partisan service to Sask DLC;
vi. work time is to be used for official Sask DLC business. Blogging and social networking activities are personal and should be done on your own time. Refer to Sask DLC's administrative procedures on Acceptable Use of Technology; and,
vii. any information about the work of Sask DLC, including sensitive job-related information shall not be revealed on social media channels. This includes personal and confidential information.
viii. Violations of this policy and procedures may result in disciplinary actions, as determined by the employees manager and Human Resources.

Definitions

- **Social Media:** Refers to any web-based or mobile technology that turns communication into interactive dialogue, including without limitation, blogs, forums and social networking sites.

- **Official Social Media Accounts:** Refers to social media accounts created and managed by Sask DLC for the purpose of representing Sask DLC's interests, communicating with stakeholders and promoting its brand.

- **Confidential Information:** Confidential information includes, but is not limited to, privileged information, third party information, personal information, technical, financial or scientific information and any other information collected, obtained or derived for or from Sask DLC records that must or may be kept confidential under the *Freedom of Information and Protection of Privacy Act, 1990* and the *Health Information Protection Act, 1999* and other applicable policies and legislation.