Examples of Appropriate and Inappropriate Use of Social Media

This document provides examples of appropriate and inappropriate uses of personal social media accounts, as an employee of Saskatchewan Distance Learning Centre. This aligns with AP 115 Employee and Public Use of Social Media.

Appropriate	Inappropriate
Wearing Sask DLC clothing to attend local community event, that you have informed your Superintendent and Communications about ahead of time. Posting photos/video on your personal account sharing your positive experience. Please also consider sharing these types of photos/videos with Communications to post on our general Sask DLC social accounts.	Wearing Sask DLC clothing to attend non-work-related event and sharing photos/video on social media displaying inappropriate behaviour or misrepresenting Sask DLC. Examples could include operating a private social channel sharing personal views, not representing Sask DLC. It could also include activities such as drinking, gambling, smoking, causing an unwanted scene or breaking the law.
Sharing photos of students and/or their work with Communications, ensuring proper permissions have been obtained.	Sharing photos of students and/or their work on your personal social media channels, without prior approval from Communications and/or ensuring proper permissions have been obtained.
Noting Sask DLC as your employer on your profile, while ensuring content posted does not go against Sask DLC mission, vision and values. It is also advisable to check your social media security settings, to know who is able to view your posted content and profile.	Having Sask DLC be part of your profile name (i.e. Stephanie Sask DLC Rockstar Ali)
Sharing posts Sask DLC has shared on public channels on your own feeds, that may include Sask DLC logo and branding.	Using Sask DLC logo and branding in profile photos, backgrounds or as a post, without prior approval or permission from Communications Executive Director.
Posting positive experiences as a team members of Sask DLC and the Government of Saskatchewan. Sharing your own political views and beliefs in a respectful manner, without sharing confidential information you are privy to through your employment.	Posting negative or derogatory comments about your employer or employees. This includes Sask DLC and Government of Saskatchewan public servants and elected officials. Sharing confidential information, you are privy to through your employment. This

	includes private student information and data.
Submitting a proposal to create a new social media channel representing Sask DLC, in whole or in-part, for review and approval by the Communications Executive Director, as per AP 115. Proposals should include what type of content will be shared, who will be creating and managing the site and how risks will be managed.	Creating a social media channel representing Sask DLC, in whole or in-part, without prior approval and sign off from Communications.