

Social Media Guidelines

Social media refers to any form of electronic communication through which users create and share information, ideas, personal messages and other content.

Creating a social media account is easy, but for social media to be effective it must be consistent, properly managed and have new content added frequently.

Consider the following regarding social media use before getting started:

Social Media Tips

- Review APSEA’s social media policy and guidelines before getting started. Ensure your activity complies with all relevant laws and policies.
- Practice and promote respectful and appropriate behaviours in your online interactions.
- Use the highest level of privacy and security setting available on social networking sites. Monitor your online reputation by setting notifications when you are tagged in a post.
- Ensure consent is provided before posting photographs, video or other recordings of any students or colleagues via social media.
- Respond to positive comments with likes, favourites or other positive interactions. Engage in a conversation and share further comments or content.

Potential Social Media Pitfalls

- Nothing shared on social media is private. Comments can be searched, shared, forwarded, or reposted.
- Do not disclose confidential information.
- Avoid engaging in overtly negative, belligerent, or offensive conversations. Report spam or negative comments that you think require action. Some negative comments can be addressed as part of a respectful conversation that acknowledges another perspective and seeks to educate.

- Do not participate in online interactions with students using social media outside of educational platforms.
- Do not post information, pictures or comments that may reflect poorly on you, APSEA or your profession. If the information would be embarrassing published in a newspaper, do not post it.

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