

AAC SOCIAL MEDIA PRESENCE

| | | |
|----------------------------|------------------------------------|--|
| Policy Number: CM-2 | Approved: September 5, 2014 | Scheduled Review: September of each fiscal year |
|----------------------------|------------------------------------|--|

Introduction

Alberta Assessment Consortium provides service to the education community by

- advocating for sound classroom assessment practices by engaging in collaborative endeavors with AAC member jurisdictions and education partners;
- contributing to the building of assessment literacy in Alberta through action research and inquiry initiatives;
- developing a broad range of classroom assessment materials, directly aligned to Alberta curriculum, that address both formative and summative processes; and
- enhancing teacher/leader assessment capacity by providing opportunities for quality professional learning.

Social media has become an essential component of the work of AAC, allowing the organization to more effectively fulfil its vision, mission and mandate in service of its members.

Purpose

This policy seeks to outline the responsibilities of AAC staff members in regard to the use of AAC social media.

Policy

The Alberta Assessment Consortium acknowledges the benefit of social media in promoting and extending the impact of AAC resources among AAC membership and beyond.

Engaging in social media is a shared responsibility, and any staff members who wish to engage in AAC social media will indicate their interest to the Executive Director who will transition the staff member into independent use of AAC social media platforms.

AAC social media posts may be initiated by AAC staff members to promote new or existing AAC resources. Staff members may also engage in a wide variety of social media conversations initiated by others on topics related to assessment.

Engaging in social media conversations will naturally elicit diverse points of view. If visitors to AAC social media sites post content that is critical, but not offensive, AAC staff members will engage in appropriate discussion to clarify the critique, possibly correct misinformation, or to reframe the critique by providing an alternative point of view. Staff members will respectfully disengage if social media conversations become inappropriate or argumentative. Content that is offensive or illegal will be removed.

In order to protect the reputation of AAC and the integrity of AAC resources, all postings by AAC staff members on AAC social media platforms must

- reflect the principles of sound assessment practice as articulated in AAC publications and online materials;
- adhere to copyright regulations and provide correct attribution as required;
- respect privacy of AAC staff, members, education partners, and international colleagues;
- respect confidential AAC information;
- uphold the Code of Professional Conduct; and
- adhere to the policy, procedures, and responsibilities as stated in *AAC Policy HR-3: Technology, Internet and Electronic Communications*.

AAC social media platforms will be monitored daily. Based on expertise that exists among AAC staff members, the responsibility to monitor various AAC social media platforms may be delegated to AAC staff members. At any time when an AAC staff member encounters content on any AAC social media platform that would be offensive or illegal, he/she will remove the content immediately and inform the Executive Director. The Executive Director will inform the Board of Directors of any situation that could cause significant risk to the organization, and will update the Risk Registry accordingly.

Any AAC staff member who engages in social media on education related topics on a personal basis (such as a blog or Facebook page) will clearly state that any opinions expressed reflect his/her personal views and do not necessarily reflect the opinions of his/her employer.

Procedures

- All AAC staff members will be briefed on appropriate AAC social media protocol during the yearly fall orientation.
- New staff members who wish to engage in social media will review potential postings with the Executive Director until such time as both feel confident that the staff member can engage independently.
- At any time, staff members may request feedback from the Executive Director if they have any reason to believe a potential posting will be controversial and/or to ensure the post is in keeping with AAC principles.
- The Executive Director will provide AAC social media statistics as part of the Items of Information at regular Board Meetings.

Responsibilities

It shall be the responsibility of the Board of Directors to

- stay informed in regard to any significant issues related to AAC social media that are documented in the Risk Registry ;
- receive updates on AAC social media use at regular Board meetings; and
- promote AAC social media sites with colleagues and education partners.

It shall be the responsibility of the Executive Director to

- orient AAC staff members to AAC social media;
- transition new staff members to independent use of AAC social media;
- monitor AAC social media sites on a daily basis, or delegate the responsibility for daily monitoring to AAC staff members;

- maintain communication with all AAC staff members in order to provide support, and to remain apprised of trends and areas of potential concern in regard to AAC social media;
- provide AAC social media statistics at Board meetings;
- communicate any situation deemed to be of significant concern regarding AAC social media to the Board; and
- ensure that the procedures specified in this policy are implemented appropriately.

It shall be the responsibility of AAC staff members to

- determine their readiness to engage with AAC social media;
- follow proper protocol for AAC social media use as outlined in this policy and in *AAC Policy HR-3: Technology, Internet and Electronic Communications*;
- inform the Executive Director of any situation regarding AAC social media that may cause concern or risk to AAC;
- utilize AAC social media to promote the resources, vision, mission and mandate of AAC in service to its members; and
- ensure personal social media accounts devoted to educational topics provide the appropriate disclaimer.

Related Documents

- *Policy BD-2: AAC Risk Registry*
- *Policy HR-3: Technology, Internet and Electronic Communications*

Authorization

Signature of Chairperson

Bryan Szumlas

Name of Chairperson

September 5, 2014

Date