



Title: **SOCIAL MEDIA POSTS**

Adopted: November 2023

POLICY

It is the policy of the Bloorview School Authority that posts on the official social media accounts of the Authority are limited to topics as outlined in the guidelines of this policy.

BACKGROUND

1. Local, national or international events of a social, political or catastrophic nature are often very complex as far as their background and implications are concerned.
2. Oftentimes the information on social or mainstream media about such events is incomplete, unclear or contradictory, especially in the early stages.
3. Social media posts about such events, even those with the most thoughtful of intents, are often criticized by those who are passionate about the particular issue, for their contents or their omissions.
4. School staff and leadership cannot be expected to be fully versed on all the complexities of a particular issue.

GUIDELINES

5. Posts on the official social media platforms of the Bloorview School Authority will pertain to the following topics and only the following topics:
 - Learning and events happening at the school
 - Celebration of student achievement or school events at the Bloorview School Authority
 - Professional learning in which the staff is engaged
 - Disability awareness
 - Inclusion
 - Special Visitors to Bloorview School Authority

- Sharing or reposting of events or information of interest to parents
 - Spotlights on staff
 - Admissions information
 - Children's health care
 - Days of significance (see Appendix A)
 - Major religious celebrations (See Appendix B)
 - Employment opportunities at the Bloorview School Authority
6. For clarity, the official social media sites of the Bloorview School Authority are not to be used for commentary or dissemination of information or reposting from other sites about local, national or international events other than those listed in Appendix A.
7. Any request to post an item outside of these guidelines must be approved by the Supervisory Officer or designate

Appendix A

- Autism Awareness Day
- Black History Month
- Children's Mental Health Week
- Family Day
- Father's Day
- Halloween
- Holocaust Remembrance Day
- International Day of Persons with Disabilities
- International Transgender Day of Visibility
- International Women's Day
- Indigenous Language Day
- Martin Luther King Jr Day
- Mother's Day
- National Access Ability Week
- National Indigenous People's Day
- National Indigenous Veterans Day
- National Nursing Week
- New Years Day (various)
- Orange Shirt Day (Truth and Reconciliation)
- Pink Shirt Day
- Pride Month
- Remembrance Day
- Thanksgiving
- Treaties Recognition Week
- UN International Day of Families
- Valentine's Day

- World Teacher's day

Appendix B

- Christmas
- Diwali
- Easter
- Eid
- Hanukkah
- Holi
- Kwanzaa
- Passover
- Ramadan
- Rosh Hashanah
- Yom Kippur