

## **Social-media, Internet, and All Other Communication-Technology Policies at the ECC**

### **As an ECC, we:**

Care about our image and reputation and those of our employees.

Recognise the important place of technology in daily life (internet, mobile phones, social media, etc.) both at work and outside it.

Favour respectful communication between people and respect for privacy.

Here is a clear policy for employees, management staff, and board members when using the various forms of communication technology.

### **Information on the definition and scope of social media**

The term “social media” includes, without being limited to, platforms such as Facebook, Twitter, YouTube, Flickr, Foursquare, blogs, discussion forums, wikis, virtual worlds, online communities, and similar online platforms.

Transferability of data: information can be passed “from friend to friend” and is often visible to those friends’ contacts.

Reproducibility of data: any video or image can be easily copied and reused without the owner’s knowledge.

Permanence of data: information published on social media may remain on servers even after deletion.

Ease of searching data: two words and a year can easily yield information about someone.

Speed of dissemination: a few clicks and information can spread at lightning speed.

Invisibility of the audience: some people apply fewer filters online than face-to-face; facial cues, tone, and emotions are not always detectable, leaving room for interpretation and misunderstanding.

Social-media platforms can be hacked, leading to public and illegal use of their content.

Electronic documents—and printed screenshots—are admissible in court.

### **Rights and obligations**

All employees, management, and board members have the right to protection of: Their privacy and personal information, reputation, dignity, and honour.

Everyone has the obligation to act with loyalty, confidentiality, and civility.

The employer must stop any form of harassment, including harassment that may occur via social media.

Employees who have ethical questions, potential conflicts of interest, or doubts about whether their communications conform to this policy must discuss the matter with management.

## **Networking and professional boundaries**

This policy does not prohibit networking between employees of the same level (educator-to-educator, management-to-management). However, for ethical reasons, employees are advised to refrain from inviting a hierarchical superior or a board member into their network. Management and board members are likewise asked to respect this guideline to preserve the neutrality and independence required for their roles. Employees are also advised to avoid social-media communications with ECC parents—especially when those parents’ children are under their responsibility.

The policy applies even when employees are outside the workplace (e.g., on outings with children, during training, meetings, or social events organised by the ECC).

## **Loyalty and cooperation**

Employees must report to management any situation they believe breaches this policy.

In the event of an investigation, employees must cooperate without delay and disclose any information they have seen, heard, or learned.

If an employee believes—based on information received via social media—that a parent is violating ECC policies, harming the health, safety, or well-being of their child or other children, or damaging the ECC’s reputation, the employee must inform management immediately.

## **Strictly prohibited**

Using social media at the ECC or on outings, except during breaks, before or after a shift, and when no children are present.

Using ECC computers for personal purposes, except during breaks, before or after a shift, and when no children are present.

Naming the ECC or claiming to be an employee without using one’s full first and last name.

Using another employee’s name or image (photo or video) without their consent.

Taking or publishing photos of the ECC, children, or employees without management’s consent and, when required, the parent’s consent—including photos taken on outings.

Disclosing information via social media (or otherwise) about any child, parent, employee, member of management, or board member—current or former.

At any time and in any way, sharing details that could directly or indirectly identify such individuals.

Talking about one's workday on social media, to avoid misinterpretation and misunderstandings.

Downloading or installing software on ECC computers without management's consent.

Copying system-configuration or data files.

Disabling the firewall or antivirus software.

Accessing or sharing sites or content that promote principles or values contrary to those of the ECC or commonly recognised in education—for example sexist, racist, violent, hateful, sexual, or pornographic material.

## **During educational activities**

Before the activity—and without children present—check the website, adverts, etc., that might appear.

## **Mobile phones, smartwatches, tablets, and similar devices**

Employees have a heavy responsibility for the safety of children entrusted to the ECC. Mobile devices are considered potential distractions that can harm work performance and even endanger children.

The ECC understands that an employee may need to contact a loved one quickly, especially if that person is ill, has had an accident, or is in danger. Employees may use the ECC's phone for calls. In exceptional, urgent cases, special permission may be requested from management.

## **Obligations**

Employees must switch off their devices at the start of their shift and may turn them on during breaks and after their shift—always away from children.

Simply silencing a device does not count as switching it off.

During working hours, checking for texts or calls is prohibited.

Management staff are not required to switch off their devices, but any use or checking of professional messages or emails must occur away from children.

Personal devices may be used when approved by management or the person in charge in special situations—for example, during emergency measures (evacuation, lockdown), forest excursions, outings, or if landlines fail.