PROFESSIONALISM in a Digital World

Top 10 Tips for Teachers:

1. As a digital citizen, model the behaviour you expect to see online from your students.
2. Operate online as a professional — the same way you would in the community.
3. Ensure that your privacy settings on your own social media sites are maximized.
4. Be aware of your employer’s policies and programs regarding the use of social media, electronic communications and the appropriate use of electronic equipment.
5. Maintain professional boundaries by:
   - Communicating at appropriate times of the day.
   - Using school-approved platforms or a school email account.
   - Avoiding the exchange of personal information with students.
6. Respect the privacy of student information and obtain consent before posting any student work or photos online.
7. When using the web or social media with students, use the same professional standards you would use in the classroom.
8. Consider whether any content posted, shared or liked online may reflect poorly on you, your school or the teaching profession.
9. Do not criticize students, colleagues, your employer or others within the school community in any online forum.
10. Rely on your professional judgement as guided by the STF’s Code of Professional Ethics and Standards of Practice.

Ask yourself before you post...

Would I communicate this way in the community?
Are my reasons for sharing this information with a student professional or personal?
Is this photo or comment something I would be comfortable with my students, their parents or the media seeing?
How does my online presence reflect my professionalism?

Adapted from Ontario College of Teachers, Professional Advisory: Maintaining Professionalism – Use of Electronic Communication and Social Media. September 2017.
www.oct.ca/resources/advisories/use-of-electronic-communication-and-social-media