



Northeastern Catholic District School Board

WEBSITE & SOCIAL MEDIA

Policy Number: I-5

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POLICY STATEMENT

The Northeastern Catholic District School Board (NCDSB) believes that school and Board websites are an important resource in effective communication with our stakeholders, partners, and/or Catholic school community members. Websites, and other social media platforms, help to profile our school communities to promote the distinct difference which Catholic education offers. All content found on the Board and school webpages, or other social media platforms, must be consistent with the teaching of Christ exemplified by the mission statement of the Northeastern Catholic District School Board.

REFERENCES

NCDSB Policy I-2: Responsible Use of Information and Communication Technology
NCDSB Administrative Procedure API001 – Responsible Use of Information and Communication Technology
Municipal Freedom of Information and Protection of Privacy Act

DEFINITIONS

Social Media

For the purpose of this policy and attendant procedures, social media encompasses software, applications, RSS feeds (including those running on mobile devices), blogs, wikis, email and websites which enable users to interact, create and exchange information online. Examples include, but are not limited to: Twitter, Facebook, MySpace, Blogger, Instant Messaging, YouTube, Wikipedia, Flickr and LinkedIn.

POLICY REGULATIONS

1.0 CONTENT STANDARDS AND OWNERSHIP

- 1.1 All subject matter on NCDSB webpages and social media platforms should relate to curriculum instruction, school or board-authorized activities, and general information that is appropriate and of interest to other regarding Catholic Education.
- 1.2 Subject to the rights of contributors, if any, to works contributed to a school site, the website, or Board related social media accounts and all of the files, information, materials, graphics, photographic or other images, logos, trademarks, trade names, and any other intellectual property whatsoever featured on or incorporated in the websites shall be the sole and exclusive property of the Board.

- 1.3 The NCDSB reserves all rights to modify and/or remove any content or site found on its web-based infrastructure.
- 1.4 Information, including home pages, posted to the internet from a Board facility must comply with the regulations of the *Municipal Freedom of Information and Protection of Privacy Act*.
- 1.5 The NCDSB will provide web-based infrastructure to a school-based staff member for a self-administered site under the direction of the school Principal. It is understood however, that setting up a site by a teacher is strictly voluntary and not an expectation of the Board. The staff member agrees to maintain the site with current and approved content.
- 1.6 Personal student home pages are not to be posted on NCDSB web servers or school websites.
- 1.7 Concerns about the content of any page(s) created by the NCDSB or its schools or staff should be directed to the Community Relations Officer of the Board.

2.0 SECURITY AND PRIVACY

- 2.1 The use of student photographs on school websites and/or social media platforms shall be approved by the Principal. No student photograph shall be posted unless parental consent has been obtained.
- 2.2 No content on a school page or social media platform should provide means for people to contact any student directly. If communication back to the school is needed, it should be directed to the Principal or designate.

3.0 TECHNICAL AND DESIGN STANDARDS

- 3.1 Schools and staff will use a template established and/or approved by the Community Relations Officer at the Board for the creation of their website.
- 3.2 All school websites and social media platforms will be located on the Board's web server or a server authorized by the Board.
- 3.3 All webpages should avoid excessive dependence upon sound clips, tiled backgrounds, movie clips, large graphics, and other disk space intensive items that may require considerable time to download.
- 3.4 All links connecting pages to the Board website to external sites must be approved by the Community Relations Officer of the Board.

4.0 SOCIAL MEDIA

- 4.1 The use of social media shall be consistent with the mission and vision statement of the Board, the Catholic values of our school system, and all related guidelines and expectations.
- 4.2 The NCDSB will provide resources and materials regularly in support of appropriate use of social media platforms to further promote educational excellence.