



Northeastern Catholic District School Board

WEBSITE

Policy Number: I-5

Authority: 08-204/14-104

POLICY STATEMENT

The Northeastern Catholic District School Board believes that school and Board websites are an important resource in effective communication with our stakeholder, partners, and/or Catholic school community members. Websites help to profile our school communities to promote the distinct difference which Catholic education offers. All content found on the Board and school webpages must be consistent with the teaching of Christ exemplified by the Northeastern Catholic District School Board's Mission Statement.

REFERENCES

- NCDSB Administrative Procedure
Responsible Use of Computer Technology and the Internet – API-001

DEFINITIONS

Social Media:

For the purposes of this policy, electronic 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. CONTENT STANDARDS AND OWNERSHIP:

All subject matter on the webpages should relate to curriculum instruction, school-authorized activities, and general information that is appropriate and of interest to others regarding Catholic education.

Subject to the rights of contributors, if any, to works contributed to a school site, the website 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 website shall be the sole and exclusive property of the Board. The Northeastern Catholic District School Board reserves all rights to modify and/or remove any content or site found on its' web-based infrastructure.

Information, including home pages, posted to the internet from a Board facility must comply with the *Municipal Freedom of Information and Protection of Privacy Act*, Board guidelines, and be consistent with the policies and Mission of the Board.

The Northeastern Catholic District School Board will provide web-based infrastructure to a teacher 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 teacher agrees to maintain the site with current and approved content.

All content must be consistent with the Mission and Values of the Northeastern Catholic District School Board. Concern about the content of any page(s) created by the Board, schools or staff should be directed to the Community Relations Officer at the Board office.

Personal Student Home Pages are not to be posted on Board web servers or school websites.

2. SECURITY AND PRIVACY:

All web pages must be consistent with Freedom of Information Guidelines.

The use of student photographs on school websites shall be approved by the Principal. No student photograph shall be posted on school or Board websites, unless written parental consent has been obtained.

No school page content should provide the means for people to contact any student directly. If communication back to the school is needed, it should be directed to the principal/designate.

3. TECHNICAL AND DESIGN STANDARDS:

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.

All school websites will be located on the Board's web server or a server authorized by the Board.

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.

All links connecting pages to the Board website to external sites must be approved by the Community Relations Officer at the Board.

4. SOCIAL MEDIA SUPPORT:

It is the policy of the Northeastern Catholic District School Board (the "Board") to support the safe, equitable, professional and responsible use of electronic social media via the Internet by Board employees and volunteers in a manner that is consistent with our Boards' Mission and Vision Statement, Catholic values, and Ministry guidelines, while recognizing the following:

1. The use of electronic social media is a valuable tool to collaborate with colleagues, parents, and students in order to further and promote educational excellence.

2. Our employees and volunteers serve as role models to our students. As such, this policy applies when individuals are on-duty and off-duty.
3. Parents entrust educators with the education of their children. As such, the use of

Review of the Policy:

The Board will review the policy with respect to the use of Electronic Social Media as often as is necessary, but at least annually.