

<i>Rainy River District School Board</i>	SECTION 2 <i>Organization & Administration</i>
COMMUNICATIONS, INCLUDING MEDIA RELATIONS	2.05

POLICY

The Rainy River District School Board will effectively communicate with all stakeholders.

RATIONALE

Effective communication engages stakeholders, builds public confidence, relays education messaging, increases community understanding of Board initiatives, and communicates the Board's progress in achieving education priorities.

IMPLEMENTATION

In accordance with Procedure 2.05, Communications, Including Media Relations.

GUIDELINES

1.0 General Guidelines

1.1 All communications will:

- Be provided openly, honestly and with integrity;
- Contain accurate, understandable and timely information;
- Flow two ways, with the Board creating opportunities for meaningful dialogue;
- Be prepared in a culturally inclusive and gender-neutral manner.

1.2 The communication of student, staff and organizational matters will be in accordance with legislative requirements, with respect to confidentiality and privacy.

1.3 All written correspondence shall be through Board-approved email systems and applications only.

2.0 Media Relations

2.1 The Board will engage openly and proactively with the media to keep stakeholders informed.

The spokesperson for the Board of Trustees is the Board Chair or designate. The Director of Education, or designate, is the spokesperson from an administrative perspective.

2.2 The media will have access to all school events to which the public has been invited.

When members of the media covers events other than public events, they must have the approval of the school administration before interviewing, filming, or photographing staff or students.

3.0 Social Media

3.1 All employees will model responsible and professional use of social media.

3.2 Classroom and school social media accounts are extensions of the school and must reflect the mission, vision and values of the Rainy River District School Board.

Definitions:

Media is the term used to describe an individual or individuals and/or news agency to gather information and report on an event. Included in this definition are print media, broadcast media and social media.

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Board Motion: 95	
Review Prior to 2025	
<p style="text-align: center;"><u>CROSS REFERENCE</u></p> <p>Policies:</p> <ul style="list-style-type: none"> ● 1.05 The Role of the Board ● 1.65 Advocacy ● 2.07 Responding to Concerns ● 2.12 Access to School Premises ● 2.64 Digital Citizenship ● 2.67 Equity and Inclusive Education ● 3.86 Employee Code of Conduct ● 4.16 Safe Schools ● 5.01 Special Education ● 7.22 Emergency Response ● 7.75 Workplace Harassment and Violence Prevention <p>Procedures:</p> <ul style="list-style-type: none"> ● 2.05 Communications & Media Relations ● 2.68 Religious Accommodation ● 4.30 Student Discipline ● 5.35 Exemption from Instruction in Human Development and Sexual Health 	<p style="text-align: center;"><u>LEGAL/MINISTRY OF EDUCATION REFERENCE</u></p> <p><i>Education Act, Section 207(2)</i></p> <p><i>Personal Health Information Protection Act (PHIPA)</i></p> <p><i>Ontario Student Record Guideline (OSR Guideline)</i></p> <p><i>Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)</i></p> <p><i>Employment Standards Act</i></p> <p><i>Occupational Health and Safety Act</i></p> <p><i>Workplace Safety and Insurance Act</i></p>