

BOARD POLICY XX	
Adopted	November 28, 2000
Last Revised	
Review Date	

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## BOARD COMMUNICATIONS AND MEDIA RELATIONS

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### 1) OBJECTIVE

The Hastings and Prince Edward District School Board (**the Board**) is committed to fostering positive relationships ~~and with effective communication among our~~ its diverse stakeholders ~~and the media through open and transparent communication~~. All communications will support student achievement and well-being, and align with ~~the strategic plan, the Public Confidence priority in the 2015-2020 Strategic Plan~~.

### 2) DEFINITION

**Stakeholders:** Includes students, parents/guardians, employees, community and education partners, the broader public and the media.

### 3) COMMUNICATION GUIDELINES

- a) All communications between the Board and stakeholders will be clear and concise to ensure access to relevant information in a timely manner.
- b) The director of education or designate shall be responsible for maintaining effective and consistent channels of communication with all stakeholders.
- c) The Board shall provide ~~to stakeholders~~ information ~~to stakeholders~~ that:
  - i) reflects current trends in education; and
  - ii) builds a sense of pride in Hastings and Prince Edward District School Board.
- d) Legislative requirements for communications will be met.

### 4) COMMUNICATING WITH FAMILIES AND COMMUNITY MEMBERS

- a) Trustees consult with parents/guardians, students and stakeholders on the development and implementation of the board's strategic plan.
- b) Trustees address the concerns of parents/guardians, students and stakeholders through the process outlined in ~~Board Policy 9: Role of the Board Member~~ Procedure 108: Process for Addressing Public Concerns.

### 5) COMMUNICATING WITH THE MEDIA

- a) The Board recognizes the right and importance of the media to seek facts that are relevant to the media's work and will cooperate with the media in the release of such ~~facts so that facts that they do not violate~~ to avoid violating legislation, contractual obligations and/or Board ~~policy~~ policies.
- b) The chair of the Board and the director of education, or designate, are the Board's primary spokespersons in all situations where a system level comment or response is required.
- c) The chair, as the Board's elected representative, provides comments from the political and governance perspectives.
- d) The director of education, or designate, as the Board's chief executive officer and chief education officer, provides comments from the operational perspective.

## 6) USE OF SOCIAL MEDIA

- a) Trustees using social media will follow the [Social Media Guidelines](#) posted on the HPEDSB website and use these forums to advance the work of the Board of Trustees.
- b) All postings will uphold both ~~7.1~~ Governance Directive 7.1 - Board Members' Code of Conduct and the dignity of the office of trustee.
- c) Trustees will not provide private, confidential or other proprietary information and will not discuss sensitive or private matters publically.
- d) Trustees may use materials produced by HPEDSB in their communications and will not alter, modify or otherwise change the message or its intent.
- e) Trustees may amplify events in the school and community that advance the strategic and operational goals of the board and may direct viewers to further information where applicable.
- f) Postings should not interpret or take position on a matter unless it has been approved by the Board of Trustees.

## 7) ACCESS

- a) Agendas, reports and minutes of public Board and/or standing committee meetings shall be posted on the website ~~and also made available to stakeholders, if requested.~~
- b) News releases will be posted on the Board website and shared through the normal ~~social media~~ channels.

### Legal references

- *Education Act*, section 207 Access to Meetings and Records
- *Education Act*, section 218 Conduct of Members of School Boards
- *Municipal Freedom of Information and Protection of Privacy Act*
- Charter of Rights and Freedoms

### Board reference

- [Board Policy #1: Board Vision, Mission and Priorities](#)
- ~~Board Policy #2: Governance By Laws and Standing Rules~~
- Board Policy #4: Corporate Board Job Description
- Board Policy #5: Director of Education Job Description
- Board Policy #7: Board Policy Development and Review
- ~~Board Policy #9: Role of the Board Member~~
- [Governance Directive 7.1 - Board Members' Code of Conduct](#)
- [Social Media Guidelines](#)