

Topic:	Social Media (Twitter)
Effective:	January 2012
Cross-Reference:	
Review/Revision Date:	January 2013
Responsibility:	Manager of Communications Services

INTENDED PURPOSE:

The Halton District School Board is committed to providing timely and effective communication to parents/guardians, students and staff relating to Board decisions, public information and system issues.

The Board recognizes the popularity of social media as a means of promotion, to convey information and to garner awareness of system initiatives to students, staff and communities.

To this end, the Board's implementation and use of "Twitter" as its preferred social media will enhance and support present communication vehicles, augmenting our ability to reach an even wider audience in a timely and efficient manner..

PROCEDURES:

A Halton District School Board Twitter account will be used for one-way communication. Requests for "tweets", and the posting of these messages will managed by the Communications Department, and follow these guidelines:

Priority for Twitter messages ("tweets") should be given to the following purposes:

- promote system or regional issues and/or events;
- share communication relating to security, safety, critical or urgent issues;
- provide information about new content being added to the corporate website, www.hdsb.ca including news releases, Spotlight on Schools, Board agenda and minutes, and other web additions;
- promote Board meetings, decisions and actions;
- promote public meetings, survey or public input requests; and system events; and
- share published media stories about the Halton District School Board.

Requests for "tweets" shall be made to the Manager of Communications Services, and reviewed in context with the best practices listed above. The Manager of Communications Serices, in consultation with the Director of Education will review requests for use of the Board's Twitter account, in cases where such requests do not adhere to the best practices listed above.