

## COVERING AN EVENT?

## SOCIAL MEDIA

## COMMUNICATIONS PROTOCOL

### HERE ARE SOME THINGS TO CONSIDER WHEN COVERING EVENTS IN BRANDON SCHOOL DIVISION:

**Access to Property:** Media should contact the Office of Communications prior to contacting a school, by using the Media Information Request Form.

Please Note: Principals have the authority to decide whether media will then be permitted on school property.

**Availability:** We understand that as media, you may have a deadline. The Office of Communications will try to help you meet that deadline. However, we ask that you understand that it will take time to determine the most suitable person to be interviewed, and to arrange for the interview.

**Media Clearance:** To comply with the Freedom of Information and Protection of Privacy Act (FIPPA), our principals and/or teachers must first check to ensure students have parental consent before they are interviewed or photographed by the media. If you are covering an approved event at a school, please request permission from the Principal before interviewing or photographing any of our students.



Brandon School Division Social Media Accounts are administered by staff within the Brandon School Division. We do not monitor these accounts 24/7.

We update and monitor our accounts intermittently throughout the day, from 8:30 am to 4:30 pm. These accounts may be used before and after these times to communicate about urgent issues or respond to inquiries from members of the public.

We welcome your comments and questions on social media, but before you post, please ensure you do not include personal information or photos of others without their consent.

We cannot commit to replying individually to all messages received via social media.

For official correspondence, please contact:

Office of Communications  
1031 6th Street, Brandon, MB R7A 4K5  
Phone: 204-729-0388  
Email: [info@bsd.ca](mailto:info@bsd.ca)



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This publication is available in alternate formats upon request. For more information, please email: [info@bsd.ca](mailto:info@bsd.ca)



*Accepting the Challenge*



## PRINCIPLES OF COMMUNICATION

The Brandon School Division is committed and obligated to imparting meaningful information to the general public, its constituents, staff, and students in an open, honest, transparent, and respectful manner.

Similarly, the Division is committed to providing for the exchange of ideas, information, suggestions, and advice regarding matters related to public education, Board and Division operations, the safety, security and well-being of students, and the scope and quality of programs and services within the Division.

Matters related to complaints and concerns regarding specific schools, personnel and to individual student situations are communicated through the appropriate protocols as established by the Division.



## BUILDING POSITIVE RELATIONSHIPS

The Division recognizes that communication within the Division is a multi-faceted process involving all staff, students, parents, community members. The Division believes that such communication promotes a system-wide culture of openness that supports these principles:

- an environment of trust, safety, and respect;
- student learning and achievement; and
- the Division's Foundational Statements of Mission and Vision, and Administrative Procedures.

These principles are to ensure that all communications given and received are administered in a manner that promotes the use of a wide range of methodologies including person-to-person discussion, written (internal and external) communiqués, and technological avenues.

In building positive relationships Senior Administration and all employees align practice within their respective roles, responsibilities, codes of conduct as outlined in legislation, policies/procedures.

In an effort to be responsive to the needs and expectations of stakeholders and their groups the Division is committed to open, regular, two way communications. This includes groups within our organization and those from the community at large.

## MEDIA RELATIONS

The Division recognizes that the media plays an important role in the dissemination of school policies, programs, procedures, achievement, decisions and critical issues. It is advantageous for both parties to develop an effective, continuous, long term and honest working relationship. All media must be treated equally.

- The Chairperson of the Board is the spokesperson on behalf of the Board of Trustees.
- The Superintendent/CEO is the official spokesperson on behalf of the School Division regarding instructional, administrative, and operations matters (including critical events and crisis communication).
- The Secretary-Treasurer is the official spokesperson on behalf of the Division regarding financial matters.

If you are a news media outlet and would like to cover or report on an event or happening in the Brandon School Division or a Brandon School Division school, the Office of Communications will assist you by arranging interviews and providing information. Please contact us at the number below to begin the process.

### Contact Information:

Office of Communications  
1031 6th Street, Brandon, MB R7A 4K5  
Phone: 204-729-0388 Email: [info@bsd.ca](mailto:info@bsd.ca)