



NAME: 04.03 COMMUNICATION AND PUBLICATIONS	VERSION: 1
ADOPTED: MARCH 10, 2014	REVIEW: 2017-2018

REVIEW EVERY 3 YEARS

PREAMBLE

Identifying the school, its employees and its students on the internet or in other published media must carefully consider the personal privacy of individuals. The following parameters were established to protect the privacy of individual community members that are included in school related communication.

WEBSITE

1. The school's contact details and information on the website should be limited to facility addresses, contact e-mail, campus telephone and facsimile numbers.
2. Employees may choose to include or not include a photo of themselves for posting on the school website's biographies.
3. Personal information about students shall not be published on the school website. Students are to be referred to by their first name and last initial only.
 - a. Exceptions to this procedure may occur from time to time so long as written permission from the student's parent is obtained.
4. The Communications Coordinator will assume editorial responsibility and ensure that content on the RCS website, in the newsletter or on school authorized social media sites is accurate and appropriate.
5. Student accomplishments and contributions to the RCS community or the community at large are to be acknowledged and showcased whenever appropriate in the RCS newsletter, on the website or in email correspondence to RCS families.
 - a. Prior to publishing student accomplishments the Communications Coordinator must ensure that written permission from the student's parent or guardian has been provided, a copy of which shall be retained by the Communications Coordinator.
 - b. High Honour and Honour roll names are to be acknowledged on campus and in direct emails to the parents or guardians of the students named. No release is required to publish student names in-house.

PUBLISHING STUDENT WORK

6. The Richmond Christian School website is designed to celebrate student work, student and employee accomplishments, promote the school, publish resources and provide links which are helpful to the school community.
7. Consideration must be given to the fact that published images could be re-used, particularly if large images of individual students are shown.
 - a. A student's work or accomplishment may be published with written permission from the student and his or her parent or guardian.
 - i. Permission to identify the student by first and last name must be expressly provided for in the written permission.
 - b. Material shall comply with the school's guidelines for publications including respect for intellectual property rights and copyright.

JOB DESCRIPTION

1. The job description for the Communications Coordinator Job is to be reviewed with this policy review.