



WEBSITE & SOCIAL MEDIA MANAGEMENT

Responsibility:	Chief Communications Officer; Chief Information Officer; Freedom of Information, Privacy and Records Information Management Officer.
Legal References:	Accessibility for Ontarians with Disabilities Act (AODA) ; Accessibility Standard for Information and Communications ; Ministry of Economic Development, Employment & Infrastructure, Accessibility Standard for Information and Communications ; Copyright Act ; Canada's Anti-Spam Legislation .
Related References:	WRDSB Board Improvement Plan for Student Achievement (BIPSA) ; Ministry of Ontario: 2014 Mandate Letter: Education ; Ministry of Ontario: Achieving Excellence: A Renewed Vision for Education in Ontario ; AP 1090 – Standard Release of Student Photos/Voice Recordings ; AP 1100 – Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) ; AP 1104 – Privacy Breach Protocol ; AP 1200 – Student Bullying and/or Harassment ; AP 1410 – Parent Support ; AP 1570 – School Councils ; AP 1630 – Accessibility for Ontarians with Disabilities ; AP 4060 – Board E-Mail Protocol ; AP 4070 – Responsible Use Procedure for Information, Communication and Collaboration Technologies ; AP 4090 – Copyright ; AP 4130 – Severe Weather Conditions (Bus Cancellation – Student Dismissal – School Closing) ; BP 1003 – School Councils ; BP 1010 – Accessibility for Ontarians with Disabilities ; BP 2005 – Family Communication with Schools ; BP 6009 – Bullying ; Appendix 6 – Respectful Working & Learning Environments ; CASL Handbook WRDSB Staff Access Only; Communications Handbook WRDSB Staff Access Only; WordPress Handbook WRDSB Staff Access Only; WRDSB Visual Identity Guide WRDSB Staff Access Only.
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1. Purpose

- 1.1. This procedure is to clarify and standardize WRDSB website usage as the primary communication tool. It provides the underlying philosophy of website development and illustrates how websites integrate with the Board Improvement Plan for Student Achievement (BIPSA). This procedure defines training opportunities, available supports and expectations around website and content development. It establishes clear ownership and accountability for content.

2. Preamble

- 2.1. Waterloo Region District School Board (WRDSB) websites are the primary communication tool used by the Board and WRDSB schools to engage and communicate with the public, communities, families, and staff. Each of our websites provides a public record of our work, reveals our organizational culture, celebrates student learning and achievement, establishes trust in the WRDSB as an authoritative source, builds organizational history, and allows all stakeholders to easily find and access information as and when they need it.
- 2.2. From 2011 to 2014 the WRDSB established a solid framework on which content could continue to develop and additional functionality could be added to WRDSB websites. This open-source framework permits continuous improvement of our communication strategies, and increases the opportunities for engagement with our staff, our families and communities. Using the WRDSB Strategic Direction of promoting forward thinking, this communication framework is built using *WordPress* and *Bootstrap*. WordPress is a content management system (CMS) which is used for about 20% of all websites on the Internet (more than 50% of websites using a CMS use WordPress). Bootstrap is a front-end framework (see 3.1 Terms Used in this Procedure) used to build websites. Both WordPress and Bootstrap are strongly supported and well developed. By adopting these as our official content management system, we increase our ability to provide efficient, low cost, high quality, and timely service.
- 2.3. The WRDSB WordPress Theme (see 3.1 Terms Used in this Procedure) is an extension of the Visual Identity Guide (VIG) published in September 2013, and is designed to be consistent with the established brand and strategic directions of the WRDSB. This branding strategy is integral to our engagement and communication goals.
- 2.4. As we build our content and processes, we continue to fine-tune and improve our services and our communication around and about those services. This ultimately benefits our students and their families by improving their awareness of educational options, opportunities, and requirements. Additionally this spirit of continuous improvement helps us open and grow collaborative relationships between the board, our staff, and our families and students.

3. General Information

3.1. Training & Support Resources

All persons designated as administrators of WRDSB websites must have WRDSB WordPress training.

- 3.1.1. **Training through PD Place** <https://ec-pdplace.wrdsb.on.ca/> includes:

- Elementary Teacher Websites using WordPress
- Secondary Teacher Websites using WordPress
- WordPress Fundamentals

- 3.1.2. **WordPress Handbook:** <http://staff.wrdsb.ca/wordpress/>

The WordPress Handbook contains best practices and documentation for how to use WRDSB WordPress websites. Subscribers to the Handbook receive advanced notice for major changes to the WRDSB WordPress Platform. It is the central hub of information for WordPress at the WRDSB.

All website administrators should subscribe for updates and refer to the documentation before creating a support ticket through ITService Desk.

3.1.3. Exemplars for School Websites

Exemplars illustrate best practices and expectations for school websites. They link to documentation in the WordPress Handbook for school website administrators to use for continuous improvement of their websites. Access instructions are also in the [WordPress Handbook](#) (staff only link).

3.1.3.1. an exemplar for Elementary Schools

- <http://dsps.wrdsb.ca/>

3.1.3.2. an exemplar for Secondary Schools

- <http://gnss.wrdsb.ca/>

3.1.4. Visual Identity Guide

The [Visual Identity Guide](#) outlines the proper use of logos, fonts, colours and other key aspects of WRDSB branding.

3.1.5. **Accessibility Tips:** <http://staff.wrdsb.ca/communications/design-guides/accessibility/>

3.1.6. **CASL Handbook & Toolkits:** <http://staff.wrdsb.ca/casl/toolkit/>

3.1.6.1. **All information, including commercial activity such as school fundraising activities, must be posted on the school website *first*.** Then the URL of the post or page may be shared using other CASL-compliant communication methods.

3.1.6.2. Non-WRDSB, non-school-related, non-curricular, and non-co-curricular events, sales etc. may NOT be posted on WRDSB websites. If you need clarification, please contact the Communications Officer.

3.1.6.3. For more information on CASL-compliance, see also the following resources:

- *AP4060 – Board Email Protocol, Section 2.3*
- *AP 4070 - Responsible Use Procedure for Information, Communication and Collaboration Technologies*
- Freedom of Information, Privacy and Records Management Officer
- Communications Officer

3.1.7. Policies and Procedures

3.1.7.1. [AP 4070 – Responsible Use Procedure for Information, Communication and Collaboration Technologies](#)

3.1.7.2. [AP 1090 – Standard Release of Student Photos/Voice Recordings](#)

3.1.7.3. See Related References for a full list.

3.1.8. ITService Desk

Tickets should be submitted through [ITService Desk](#) for:

3.1.8.1. Function or enhancement requests to WordPress or the WordPress Theme.

3.1.8.2. Reporting a bug or degraded service with the WRDSB website service.

3.1.8.3. Asking “how-to” questions *not* satisfactorily addressed in the WordPress Handbook.

3.2. Content Ownership and Accountability

3.2.1. Each website will develop its own voice based on the people creating the content and the organizational culture it represents. A school website will have a different voice than the corporate website.

3.2.2. Administrators of each website are responsible for ongoing review of their content and ensuring it meets the requirements set out in this procedure and the WordPress Handbook.

3.2.3. **Only WRDSB staff are permitted to administer or contribute content to WRDSB websites and social media accounts:** no students, no parents/guardians, no parent council members.

- 3.2.3.1. School websites must be administered by the Principal as well as any designates.
 - 3.2.3.2. School council information must be on the school website.
 - 3.2.4. All content creators need to remember that information on websites is available **worldwide**. They must consider, and protect, information that is confidential or that may allow students or protected individuals to be identified. Questions should be directed to the Communications Officer or the Freedom of Information, Privacy and Records Information Management Officer prior to posting any content in question.
 - 3.2.5. Administrators of each website are responsible for the content posted on that website.
 - 3.2.6. Administrators of each website are responsible for determining which WRDSB staff have access to contribute or administer that site.
 - 3.2.7. All websites and social media accounts are monitored by the Communications Department.
 - 3.3. **Content Quality**
 - 3.3.1. All websites must be written clearly, in plain language. Content must be spelled correctly and sentences constructed with proper grammar.
 - 3.3.2. All website content must respect Copyright law. See [AP 4090 – Copyright](#) for details.
 - 3.4. **Content Delivery**

WRDSB website infrastructure is developed and maintained by IT Services (ITS). This may include integrating some approved third-party software as required to achieve communication and engagement goals.
 - 3.5. **Content Management Strategies**
 - 3.5.1. In order to build capacity, all website administrators must take available training (see 3.1.1.).
 - 3.5.2. All website administrators should subscribe to these handbooks to receive news and updates:
 - CASL Handbook
 - Communications Handbook
 - WordPress Handbook
 - 3.5.3. For complex websites or handbooks, establish and assign responsibilities to administrators of the site. Divide responsibilities by the type of content such as:
 - content strategy (what is written, where and when)
 - news
 - documentation (e.g. for internal processes, guidelines)
 - resources
 - department or section-specific material
 - social media messaging
 - 4. **Expectations**
 - 4.1. All WRDSB websites and social media accounts provide a significant opportunity to engage our schools and community. This is a key tool for championing public education.
 - 4.2. WRDSB web properties include public and internally-facing websites, and web-based applications developed and/or hosted by the WRDSB.
 - 4.3. WordPress is the official content management system for the WRDSB. This maximizes our ability to provide consistent development, training and presentation to all stakeholders. All WRDSB websites must have the official WRDSB WordPress Theme and be hosted by the WRDSB by December 31, 2015. (See 5.5.2. Known Exceptions).
 - 4.4. In order to demonstrate Forward Thinking, the WRDSB WordPress Theme should be maintained within a responsive framework, use semantic markup, and be AODA compliant. The WRDSB WordPress Theme is developed and maintained by ITS with oversight from the Communications and Engagement Department.
 - 4.5. The WRDSB WordPress Theme ensures:
 - 4.5.1. All WRDSB websites are consistently branded and similarly navigable.
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- 4.5.2. Contact information is on every page.
- 4.5.3. The framework of all WRDSB websites is AODA compliant.
- 4.6. The principles of continuous improvement encapsulated in the *Plan, Act, Assess, Reflect* ring of the BIPSA should be incorporated into all content and development web processes for all web properties and social media accounts.
- 4.7. All web content needs to be accessible (AODA), and encourage collaboration and clear communication.
- 4.8. All public-facing WRDSB websites are potential entry points for any family member, student, staff or community member. Any information they require should be clearly found via any method of navigation.
- 4.9. All WRDSB websites should identify the party or parties responsible for website content maintenance.
- 4.10. Keep all materials updated and maximize the use of the website to communicate in a respectful and collaborative way.
- 4.11. Each department and school is responsible for managing and creating its own content on both their internal and public-facing websites, and social media accounts, with oversight provided by the Communications Department.
- 4.12. All WRDSB websites must adhere to the guidelines in the WRDSB Visual Identity Guide (VIG) and BIPSA in order to support student achievement and meet AODA requirements.
- 4.13. **Responsible Use Procedure for Information, Communication and Collaboration Technologies**
- 4.13.1. The [Responsible Use Procedure \(RUP\)](#) provides a set of expectations for users, and applies to all information technology in the board. The WRDSB strives to model and teach the safe, legal, ethical and responsible use of information technology and resources, and expects all users to adhere to the following facets of being a digital citizen:
- respect yourself
 - protect yourself
 - respect others
 - protect others
 - respect intellectual and technical property
 - protect intellectual and technical property
- 4.13.2. Infractions of the RUP will be handled in a manner that compares to non-technology infractions that follow established Board policies and procedures related to staff conduct and student discipline. As a Board procedure, the RUP does not require individual or group signatures to indicate acceptance or compliance. For more information on the RUP please visit <http://www.wrdsb.ca/rup>.
- 4.14. **Appropriate Use of Photos**
- When posting photos of students on websites or social media, it is important that staff and interested parties reference the IS-09-L form to make sure parents/guardians have given permission for their child's photo to be shared.
- Account administrators are encouraged to post photos where students cannot be easily identified.
- If posting photos of students where their faces are clearly visible, do not share information that would give away the identity of the student (e.g. first *and* last name).** Examples of information that can be shared are: Afia in Grade 2; Our Grade 4 students show off their work; Sasha and Jitinder help clean up after the art lesson; et cetera.
- 4.14.1. If parents have signed the IS-09-L form saying no, or there is no form, do not use any photo of the child (whether easily identified or not).
- 4.15. Communications Department will provide:
- 4.15.1. [Appropriate Use of Images](#) information in the Communications Handbook.
- 4.15.2. Guidance for required accessibility in the Communications Handbook to comply with AODA.
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- 4.15.3. Visual Identity Guide (VIG) linked in the Communications Handbook.
- 4.15.4. Sections within the Corporate site for departments who must publish public-facing information.
- 4.15.5. The WRDSB logo. Written permission is required for any digital or physical publication which includes the WRDSB logo. To get written permission, contact the Communications Officer.
- 4.15.6. Permission for all digital, audio or physical advertisements which refer to the WRDSB. To get written permission, contact the Communications Officer.
- 4.15.7. System-wide content pages for centrally-provided information, which must remain at the designated URLs (addresses), such as:
 - 4.15.7.1. Kindergarten Registration http://____.wrdsb.ca/about/how-to-register-for-kindergarten/
 - 4.15.7.2. School Year Information http://____.wrdsb.ca/about/school-year-information/
 - 4.15.7.3. Staff List (information provided by HR) http://____.wrdsb.ca/about/staff-list/
- 4.15.8. System-wide posts published to the stream of news for all school websites, as well as the corporate website, for system-wide events including school closures, transportation cancellations, board-wide initiatives and others at the discretion of the Communications Department.
- 4.15.9. System-wide links to specific centralized information, graphic links, in a dedicated area of school websites. The number and type of simultaneously displayed graphic links (e.g. School Year Information) is determined by the Communications Department.
- 4.15.10. System-wide and site specific communication strategies in the footer of all websites to include at least:
 - address
 - phone number(s)
 - Get News from this Website form (CASL-compliant subscription to website news posts via email)
 - link to detailed communication options
 - link to Staff Website
 - log in link for the website
 - school sites: link to School Handbook
 - school sites: hours of operation
 - public-facing sites: form to add email addresses into Trillium

5. Content Requirements by Site Type

5.1. Corporate Website

Also called the Board Website, the Corporate site is public-facing. Its content is the general information and business of the Board as a whole, to be consumed by the public at large, including staff, parents, citizens, and external stakeholders.

- 5.1.1. The Corporate site can be accessed at <http://www.wrdsb.ca/>.
- 5.1.2. The Corporate site will utilize digital analytics, along with continued consultation with all relevant stakeholders, to determine content strategies and ongoing priorities for development.
- 5.1.3. The Corporate site must contain Ministry-mandated information such as:
 - financial
 - facilities
 - policies
 - procedures
 - curriculum
 - Trustee information
 - other information as requested by the Ministry of Education
- 5.1.4. News posts are not deleted.

5.2. School Websites

School sites are public-facing websites. Their focus should be parent/student information to help students get the most out of their experiences in school, including achieving their educational goals and planning for their lives after graduation.

- 5.2.1. Principals are responsible for school website content and administration.
- 5.2.2. Principals must ensure all staff administering the website, including themselves, have WordPress training (see 3.1.1).
- 5.2.3. All school sites have unique three letter school codes, and can be accessed at http://____.wrdsb.ca/.
- 5.2.4. Language and exemplar school sites do not follow the three letter convention.
- 5.2.5. Secondary schools have a custom colour palette based on their school colours.
- 5.2.6. All schools can customize the look and feel of their sites by using their unique voice, as well as featured images, banners, and other imagery.
- 5.2.7. Widgets and menus go on the left by default (if there is only one sidebar, it is the left one).
- 5.2.8. All school sites must have sliding news (latest posts) as their front page. **Do NOT delete posts.**
 - 5.2.8.1. [Front Page Expectations](#) (WordPress Handbook):
- 5.2.9. **WRDSB Website First:** When using School-Day, Synrevoice and any other 3rd party communication channels: ensure all broader parent community communications (e.g. not specific to one recipient only) are on the WRDSB School website FIRST, then reference the website for more detail within the other communication channels.
- 5.2.10. All school websites must have an About Page with the general history and the branding of the school. Include information such as the school crest and mascot, their evolution, interesting historical facts about your school, et cetera.
- 5.2.11. All school websites must have a current Principal's Message which will welcome parents, students and the community to the school, introduce its culture, mascot and neighbourhood, and clearly state the school goals and mottos. It clearly encapsulates what makes the school unique.
- 5.2.12. All school websites must have official school-wide pages as a sub-page below their About Page. Some examples are: Kindergarten Registration (for applicable schools), School Year Information, and the Staff List. Work is ongoing to improve Staff contact information.
- 5.2.13. **Key Dates**
 - 5.2.13.1. Determine key school dates and ensure a post about them is published at least a week ahead of the event (e.g. photo day, extra-curricular events, sport events, concerts).
 - 5.2.13.2. By August 31 every year, every school should post an updated Principal's Message welcoming the new year's students to the school and setting educational goals and direction.
 - 5.2.13.3. By August 31 every year, ensure any updates to the About page are in place.
 - 5.2.13.4. By August 31 every year, ensure Administration information, bell times and other details are correct.
 - 5.2.13.5. A week before report cards go out, publish a post about report cards and any scheduled parent/teacher interviews.
 - 5.2.13.6. A week before all PA Days, publish a post about the PA Day and the topic of the training.
 - 5.2.13.7. Add all events and significant dates to the calendar for the website at least one week prior to the event or significant date.
- 5.2.14. **Do not put official information on non-WRDSB-managed websites.** All official school information needs to be on the school's website, on the official WRDSB web platform.

This marks the information as legitimate, current, and correct. It also improves the findability of the information, improves predictability and consistency, and is required for audit and historical purposes. *Information available from other sources can, and should, be treated by members of*

the public as unofficial.

E.g. school department information must be on the school website, not published as a Weebly site.

- 5.2.14.1. Teacher sites and non-WRDSB-managed websites should link to official information on WRDSB websites.

5.2.15. **School Council Information**

- 5.2.15.1. School Council information must be posted by school website administrators.
- 5.2.15.2. School Council information must be part of the school website.
- 5.2.15.3. School Council information must not be hosted on external sites.
- 5.2.15.4. All School Council content must be approved by the School Council and the school's principal before being published.

5.3. **Staff Websites**

The Staff Site is a communication tool for all staff and contains content such as professional development resources, Policies and Procedures, forms, and news. It is currently being re-developed in consultation with all stakeholders, facilitated by the Communications Department.

News items are not be deleted.

The Staff Site and all its Handbooks are internal only and must be accessed using your PAL username and password.

5.3.1. **Department and Team Handbooks**

- 5.3.1.1. Department Handbooks are for department employees to get specific information they need within their department.
- 5.3.1.2. Department and Team Handbook content is monitored by Team Lead/Assistant Supervisor/Supervisor/Manager of that Department or Team.
- 5.3.1.3. Access is restricted.
- 5.3.1.4. Access is determined and managed by the website administrator.

5.3.2. **School Handbooks**

- 5.3.2.1. School handbooks are for employees of specific schools to get information they need about doing their jobs within those schools.
- 5.3.2.2. School Handbooks are monitored by the Communications Department along with School Secretarial Support.
- 5.3.2.3. Access is restricted to the school's staff.
- 5.3.2.4. Access is managed through tickets to ITService Desk at this time.

5.3.3. **"Open to All" Staff Handbooks (open to all staff)**

- 5.3.3.1. Handbooks open to all staff are monitored by the Communications Department as well as the Assistant Supervisor/Supervisor/Manager of the section, department, or team who maintains the content within the Handbook.

5.4. **WRDSB Teacher Sites**

- 5.4.1. WRDSB Teacher Sites are public-facing websites for teachers to communicate with students and parents about deadlines, class work, and student learning. They should be considered to be an online extension of the teacher(s) classroom(s).
- 5.4.2. **They are NOT FOR PRIVATE COMMUNICATION between teachers and parents about specific students.**
- 5.4.3. The WRDSB provides a WordPress platform for teachers. To get a Teacher Site, teachers should go to <http://teachers.wrdsb.ca/> and sign up for as many sites as needed.
- 5.4.4. Any sites in the WRDSB Teacher Sites platform are linked from the teacher's name on the Staff List on the teacher's school website(s). If a teacher has multiple sites, multiple sites will be

displayed. This provides a continuity of legitimacy from the WRDSB Corporate Website, through the school's website, to the individual teacher's own website.

The Staff List will not link directly to non-WordPress sites, including Google Sites. Teachers may choose to link to non-WRDSB sites from their WRDSB Teacher site(s).

- 5.4.5. The WRDSB does not support non-WRDSB websites.
 - 5.4.6. Teachers are solely responsible for their own content.
 - 5.4.7. A sample Introduction to a WRDSB Teacher Site letter is provided in Appendix B. The WRDSB Teacher Site letter content is also provided as a sample first post in a newly created WRDSB Teacher Site
 - 5.5. **Other Websites**
 - 5.5.1. Other WRDSB websites should be on the official content management platform where possible and adhere to the Visual Identity Guide (VIG) when the WRDSB logo is applied. Exceptions will be determined by the Communications Department.
 - 5.5.2. Known Exceptions:
 - 5.5.2.1. Waterloo County Secondary School Athletics Association (WCSSAA) <http://wcssaa.ca/> should be in WordPress, but the WRDSB logo is not applied and it does not need to comply with the VIG.
 - 5.5.2.2. Internal applications and reports (internal use only) may not be in WordPress, the WRDSB logo is applied, and all applications and reports must comply with the VIG.
 - 6. **Social Media**
 - 6.1. Social media includes Twitter, Facebook, Instagram and other 3rd party networks used for promotion and communication.
 - 6.2. If your school is using social media:
 - 6.2.1. Only WRDSB staff may create and have access to each social media account, no parents, no students.
 - 6.2.2. The Communications Department must have the login information for every social media account. Please report your accounts using the [Social Media request or report form](#) (in the Communications Handbook). New Twitter accounts are set up by Communications.
 - 6.2.3. Schools should use their schoolcode@wrdsb.on.ca email address to set up school social media accounts. This ensures that the account stays at the school. If an account is set up using a personal email address, the school may no longer have access if the staff member is moved to a different location.
 - 6.2.3.1. Principals, vice-principals, and head secretaries have access to a conference in WaterWorks entitled *schoolcode School Email* (e.g., Doon School would be *DOO School Email*). This conference contains the schoolcode@wrdsb.on.ca (e.g., doo@wrdsb.on.ca) email messages.
 - 6.2.3.2. A ticket should be created in ITService Desk to set up a general school email address if one does not currently exist.
 - 6.2.3.3. Secondary schools may not have the conference nor the email address, and should submit a ticket to ITService Desk requesting both.
 - 6.2.3.4. If a principal has moved locations and no longer has access to the correct conference, please submit a ticket to ITService Desk to obtain access.
 - 6.2.4. Schools must provide a link to their social media account(s) on their school website. This promotes the social media account to the school community, and makes the school community aware that school information can be shared in multiple ways.
 - 6.2.5. Schools must link to their school website in their social media account profile.
 - 6.2.6. School councils may provide content to the social media account administrator, but may **not** have access to post the social network account.
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6.2.7. School Twitter accounts

- 6.2.7.1. All school Twitter accounts (including school council Twitter accounts) should be requested through the [Social Media request or report form](#) (in the Communications Handbook) to ensure a standardized format and central management, which enables transitioning the account ownership when administrative changes occur.
- Any school Twitter account owners who previously set up their accounts independently must ensure the login information is provided to the Communications Department using the [Social Media request or report form](#) (in the Communications Handbook).
- 6.2.7.2. All school Twitter accounts must follow the official WRDSB Twitter account, @wrdsb. Send a direct tweet to @wrdsb to get @wrdsb to follow the account. This is important because it allows the official @wrdsb account to retweet school tweets, and promote school activities and good news stories.
- 6.2.7.3. When there are tweets that you would like @wrdsb to promote, send a direct message (dm) to @wrdsb so account administrators are made aware.
- 6.2.7.4. Documentation is provided in the WordPress Handbook on how to display Twitter feeds on school websites. If you need help, please put in a ticket with ITService Desk.

6.2.8. Corporate Twitter Account

- 6.2.8.1. The WRDSB Twitter account is managed by the Communications Department on behalf of all WRDSB staff.
- 6.2.8.2. The Communications Department may post each school day about the following:
- Alerts about new content on the WRDSB corporate website
 - Invitations to provide feedback on specific issues which the WRDSB is consulting with the public and stakeholders
 - Information regarding emerging issues
 - Occasional live coverage of special events
 - Up-to-the-minute coverage relating to school closures, inclement weather, or other crises
 - Occasional information from the Ministry of Education and community partners

6.2.8.3. Following

Following @wrdsb on Twitter, does not ensure @wrdsb will follow your Twitter account.

Being followed by the @wrdsb does not imply endorsement by the WRDSB.

6.2.8.4. Availability

Staff will monitor and update the Twitter account during office hours of 8:30am – 4:30pm, Monday-Friday. However, if necessary, staff will provide afterhours updates to keep stakeholders aware.

Twitter service may occasionally be unavailable and the WRDSB accepts no responsibility for lack of service due to Twitter downtime.

6.2.8.5. @Replies and Direct Messages

We welcome feedback and ideas from all of our followers, and will join the conversation whenever possible. However, we may not be able to reply individually to all messages received on Twitter.

All @replies and Direct Messages are read, and emerging themes and suggestions are

passed on to appropriate WRDSB staff.

In the event of a major emerging, or live-breaking issue, the Communications Department will try to respond to as many @replies and DMs as possible, but may not be able to get to all tweets received. In this case, the Communications Department will address issues and themes to all followers.

7. Feedback

When submitting feedback for improvement, raising questions or concerns about content, or notifying the WRDSB of broken links, please provide a URL (address of the page) where appropriate.

- 7.1. Corporate website feedback should be sent to info@wrdsb.on.ca or through the [Website Feedback Form](#).
- 7.2. School website and School Handbook feedback should be sent to the principal of the school.
- 7.3. Staff Handbook feedback should be sent to the administrator of the handbook. If it is unclear who administers the handbook, feedback should be sent to info@wrdsb.on.ca.
- 7.4. WRDSB Teacher site feedback should be sent to the teacher.
- 7.5. General feedback from our community may be submitted through [Website Feedback Form](#) linked in the footer of every website.
- 7.6. All requests for support must be submitted as tickets through ITService Desk.

Appendix A – Terms Used in this Procedure

Accessibility/Accessibility Standard for Information and Communications:

“To help make Ontario accessible to people with disabilities, the **Accessibility Standard for Information and Communications** requires some organizations in the province to make their websites and web content accessible.”
http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/info_comm/

AODA:

Accessibility for Ontarians with Disabilities Act
http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/understanding_accessibility/aoda.aspx

Front-end Framework: the code that displays a website (HTML, CSS).

Handbook: a protected, centralized location for topic-specific information and resources within the staff domain and available only to defined WRDSB personnel.

HTML: hypertext markup language, how content is tagged for contextual display.

Navigation: how a site user finds information on a website

Category: categories are links to broad groups of information (e.g. cake).

Tag: tags are links to deep groups of information (e.g. flour, chocolate chips, vanilla).

Menu: menu items represent the structure of the website, sections and pages within them. (e.g. Desserts [cookies, cakes, puddings], Entrées [chicken, bean, nuts], Salads [fruit, mixed green, potato])

Search: search pulls results from page title and content (e.g. any page with the words “cinnamon” and “brown sugar”)

Page: Pages are used for static content. Page content may be modified to keep it current and accurate. WRDSB pages should have tags and categories. They are organized by subject, not by date. e.g. the history of a school, description of a department, documentation of a service.

Persistent Links

Persistent links are a vital way to ensure content is reliably found. A persistent link does not change, though the content at that link may change. In the event the link needs to change, it is redirected to the new location or an explanation of why the link was removed. e.g. <http://www.wrdsb.ca/bipsa/>

Plain Language:

Plain language (or clear writing) is a way of writing and presenting information so that readers can understand it quickly and easily.

http://www.plainlanguagenetwork.org/About_Plain_Language/aboutplainlanguage.html

Post: Posts are individual news items listed in reverse chronological order. They are archived as-is, and never deleted, in order to preserve institutional memory. Posts should be tagged and categorized.

Responsive Framework:

A responsive framework creates different displays for different types of devices. Mobile devices (smart phones, tablets) get the same content as a desktop computer in a display that works for their screen sizes and orientation. This minimizes the development and maintenance required for displaying websites. The WRDSB Theme is designed with *Bootstrap*, which is a Responsive Framework, ensuring the content can be viewed on any device.

Semantic Markup:

Semantic markup uses standard HTML tags that provide structural meaning to the content. It is then styled in a consistent, central way. Semantic markup improves accessibility as well as search results.

http://en.wikipedia.org/wiki/Semantic_HTML

Service: a system supplying the needs of one or more clients.

Voice: the personality of the content created by authors of the site.

<http://www.quickanddirtytips.com/education/grammar/understanding-voice-and-tone-in-writing>

Website/Site (including Subsites & Handbooks): digital information accessed via a domain name, usually about a single or several closely related topics.

Widgets: small pieces of content or functionality that go in the sidebars or footer of a website

WRDSB (WordPress) Theme:

“A WordPress Theme is a collection of files that work together to produce a graphical interface with an underlying unifying design for a weblog. These files are called template files. A Theme modifies the way the site is displayed, without modifying the underlying software.”

https://codex.wordpress.org/Using_Themes

The WRDSB WordPress Theme is designed to comply with accessibility requirements as well as the VIG.

Appendix B – Sample Introduction Letter to Teacher Site

Suggested letter to parents/guardians from teachers, to be published on a WRDSB Teacher Site, via email, or on paper:

Hi Parents/Guardians!

I am TEACHER NAME, and our class, CLASS NAME AND SECTION has a website at <http://teachers.wrdsb.ca/CLASSNAME> where you can view our work, our schedule in the calendar, and ANYTHING ELSE THE WEBSITE WILL CONTAIN.

This site is linked under my name on our school's staff list page: <http://SCHOOLCODE.wrdsb.ca/about/staff-list/>

You are invited to add comments, but please do not comment with personal information as this website is public and your comments will be published to the Internet.

If you need to contact me about your child, please:

Call me at: (519) XXX-XXXX #XXXX

Email me at: teacher_name@wrdsb.on.ca

Thank you!

TEACHER NAME
