

Procedure Title	Trustee Use of Board Resources During an Election Campaign		
Date of Issue	April 18, 2018	Related Policy	BP 1108-D
Revision Dates		Related Forms	
Review Date		Originator	Administrative Council
References			
Education Act; Municipal Elections Act; Municipal Elections Modernization Act; Municipal Freedom of Information and Protection of Privacy Act; BP 1108-D “Code of Conduct – Trustee”; AP 2860-D “Advertising and Distribution of Materials in Schools for External Groups/Organizations”;			

1.0 RATIONALE

- 1.1 This procedure establishes instructions for the use of school board resources by trustees during election campaigns, in accordance with existing legislation. Nothing in this procedure precludes a trustee from performing their role and duties during their term of office.
- 1.2 This procedure operates as a supplement to the existing board policies, statutes and legislation governing the conduct of trustees in all their roles and candidates for public office, including but not limited to, *BP 1108-D “Code of Conduct – Trustee”, Education Act, Municipal Elections Act, Municipal Elections Modernization Act and the Municipal Freedom of Information and Protection of Privacy Act.*

2.0 DEFINITIONS

Election Period

The election period is the official campaign period of an election.

- For a school board and municipal council election, the election period commences on May 1 of an election year and ends on voting day.
- For a by-election at the school board, municipal council, provincial or federal level, the period commences when the by-election is called and ends on voting day.

School Board Resources

School board resources may include: staff time, computer, fax, telephone, cellphone, laptop, tablet, website, newsletter, email, board or school social media accounts. School board resources may also include any other board-issued resource or space, and any information technology devices given to a trustee for their use as a trustee of the board.

3.0 PROCEDURE

- 3.1 During an election campaign period, trustees are expected to continue to use their board-issued resources in fulfilling their duties as members of the board.
- 3.2 Current trustees may continue to attend and participate in school visits and school-related activities, but shall not campaign, or conduct themselves in a way that could be perceived as campaigning.

- 3.3 During the election campaign period, trustees will ensure that all campaign-related material is funded by the trustee in their capacity as a candidate.
- 3.4 During the election campaign period trustees will not:
- i. use school board-issued resources for any campaign-related purposes. This includes displaying election-related materials in board offices, board meetings, board events, or school-related events;
 - ii. distribute or use the board logo or board telephone number or other contact information, including any board branding in any campaign-related material;
 - iii. use the board's email system to distribute election-related electronic messages, and will not use the board's voicemail system to record election-related messages;
 - iv. include campaign-related material on trustee websites and newsletters that are board-funded;
 - v. distribute (print, electronic or other method) any election-related materials via students or parents/guardians;
 - vi. use the services of board staff to assist or advise in the preparation, distribution or communication of any election-related material.
- 3.5 Trustees will not use any social media account, which has been created for campaign purposes, for any activity related to their current role as trustee.
- 3.6 Trustees will only use their personal information technology resources to create and access social media accounts created for campaign purposes. These are to be separate and distinct from any accounts used by the candidate in their position as a trustee. Social media accounts created for campaign purposes:
- i. will include a clear statement that the account is for campaign purposes and not related to the current position of trustee;
 - ii. will not be created or supported using board resources;
 - iii. will not use the board logo, nor their current title as trustee;
 - iv. will not provide a link to or from, or reference, any existing electronic account used for the candidate's work as trustee.

Please Note:

Social media accounts include, but are not limited to, any freely accessible, third party hosted interactive web technology used to produce, post, and/or interact through text, images, video and audio to inform, share, promote, collaborate or network. Examples include websites, blogs, Twitter, Facebook, and Pinterest.