



ASD-W COMMUNICATIONS

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COMMUNICATIONS TEAM



DAMON LEVINE – DIGITAL
CONTENT WRITER



PAUL MACINTOSH - DIRECTOR



COMMUNICATIONS ROLES AND RESPONSIBILITIES

- Media Response and Monitoring
- Emergency & Crisis Communications
- RTIPPA Coordination([Right to Information and Protection of Privacy Act](#))
- ASD-W Policy Updates
- Internal and External Communications (Staff, Families, Press Releases, Etc)
- ASD-W Website Maintenance (+Training and Troubleshooting for School Sites)
- Social Media Management and Support
- Branding, Design, Display
- Internal News Coverage and Content Creation, Photography, Videography
- Promotional Materials, Marketing/Advertising

ASD





COMMUNICATIONS HIGHLIGHTS

- Creation and Rollout of Policy [ASD-W-250-23](#), Social Media and Electronic Communications Policy and Guidelines
- Creation and Monthly Sharing of ASD-W's Internal Newsletter, "[The Westway](#)".
- Branding Rollout - [New Style and Logos](#) rolled out. Gradual phase-out of outdated resources (waste-free transition).
- Incorporation of Wolastoqey | Creation and Use of ASD-W Image Library (Rather than Stock Imagery) into Branding and Recruitment Collateral. [Examples](#)
- Media Recap – 2023-24 attracted an unusually high amount of media focus. Issues such as Bus Driver Shortages, Partial Day Plans, Vape Detectors, Cell Phones In Schools, Aging Infrastructure and Overcrowding, Policy 713, Chronic Absenteeism, Changes to K-2 Instructional Hours, Police Officers in Schools, Sex Education, and a Viral Incident Involving Students generated the majority of the attention. Some of these stories went national and even international.





THANK YOU

Paul MacIntosh