

Procedure Title	Advertising Expenditures		
Date of Issue	September 18, 2007	Related Policy	BP 4106-D
Revision Dates	September 20, 2016; March 8, 2023	Related Forms	
Review Date		Originator	Administrative Council
References			
BP 3501-D "Purchasing"; AP 1610-D "Board Logo Use and Publishing Standards"; Ministry Memorandum 2006:B15; AP 1608-D "Social Media and Web Publishing"			

1.0 RATIONALE

- 1.1 The following procedure provides Bluewater District School Board expectations as they pertain to advertising expenditures by the board, in accordance with BP 4106-D "Advertising Expenditures".

2.0 PROCEDURE

- 2.1 When expenditures are made on advertising whether through board, school generated or school council funds, it is expected that:
- a) due diligence is to be used in the selection of the appropriate media, in order to minimize the cost and maximize the efficiency and the effectiveness of the advertising;
 - b) other related board policies and procedures relevant to purchasing (will be adhered to ensuring that significant advertising expenditures are competitively placed;
 - c) the board and schools will use their websites and/or social media pages, where appropriate, as vehicles which will help ensure target audiences are reached in a cost efficient manner. Administrative procedure AP 1608-D "Social Media and Web Publishing" will be followed;
 - d) appropriate approvals support the nature and the extent of the advertising campaign to ensure consistency with board Vision, Mission, and Strategic Plan Priorities and focus on student achievement and well-being;
 - e) advertisements and related campaigns will be used for the purpose of informing and educating the public, creating awareness of education programs, services (e.g., transportation), issues, events, and community activities of specific interest or benefit to students and families;
 - f) advertising presents objective, factual, and explanatory information based on verifiable facts in an unbiased, fair, and equitable manner;
 - g) advertising campaigns comply with all applicable laws, regulations, board policies, and administrative procedures (e.g., BP 3501-D "Purchasing");
 - h) measurable outcomes will be produced as a result of advertising activities to ensure fiscal and public accountability;
 - i) all advertising expenditures are planned and managed by the appropriate senior staff, to ensure that the advertising campaign has achieved the desired outcome;
 - j) all Bluewater District School Board advertisements will contain the Bluewater logo, the complete website, phone and address information, and will comply with AP 1610-D "Board Logo Use and Publishing Standards".
 - k) the communications officer will provide advice and assistance in the development and placement of advertising, as requested.

2.2 The following are examples of suitable uses for advertising:

- a) school registration including kindergarten
- b) program offerings
- c) extracurricular activities
- d) public consultations
- e) employment opportunities
- f) requests for tenders for goods and services (see BP 3501-D "Purchasing")
- g) school board accountability (e.g., annual publication of financial statements)

2.3 The following are examples of unsuitable uses of advertising. If you have any questions, please contact your supervisor:

- a) recruiting students from other school boards or schools
- b) providing unverifiable or inaccurate information or comparisons
- c) using paid advertising or communications with parents, teachers, or students for the sole purpose of advocating the government or other education partners
- d) using advertising that is not targeted to appropriate groups, for example, through widespread phone calls and automatic phone messages