

## **Web-Page Guidelines**

All web pages must follow district guidelines and be approved by the school principal and/or district technology coordinator prior to publication.

### **Content**

All web pages must:

1. Link back to the district's home page and contain the name of the district, school and E-mail contact of a school staff member or the district's technology coordinator;
2. Contain current and accurate information;
3. Use appropriate writing conventions and standards;
4. Use district template, if required;
5. Include a copyright statement, if appropriate;
6. Contain a created or modified date.

Links to other than district sites are subject to approval of the district technology coordinator. All links should be checked regularly and revised as necessary.

Use of web pages for financial gain by any employee or individual is prohibited.

### **Standards**

Web-page authors shall:

1. Comply with Board policies, administrative regulations, these guidelines and copyright laws;
2. Respect the privacy and rights of others;
3. Use web sites for academic, educational and research purposes only;
4. Use conventions of standard English or other languages. Student work should reflect a literacy standard appropriate to the age of the student;

5. Avoid use of any inappropriate language that is abusive, harassing, libelous, obscene or offensive, sexually explicit, threatening or illegal language or content;
6. Not use the web site for commercial, purchasing or illegal purposes.

### **Additional Student Safeguards**

1. Web page documents may include only the first name of the student.
2. Documents may not include a student's phone number, address, names of other family members or names of friends.
3. Published E-mail addresses are restricted to school staff members or a general group E-mail address where mail can be forwarded to a staff member.
4. No photographs or digitized likenesses of students may be published unless approved by the principal and only after confirming the student's parents have given permission for such publication (see attached permission form).
5. Only original text, graphics and art may be published unless otherwise approved by the school principal or designee.

### **Maintenance**

Maintenance of web pages, including the timely update of information and periodic checks of links, is the responsibility of the author. Web pages not kept current may be removed by the school or district technology coordinator.

The district reserves the right to remove web pages, and if necessary, access to user accounts, without prior notice, if the content is alleged to be inappropriate or in violation of these guidelines.

### **Privacy**

There shall be no expectation of privacy for information stored on, received or transmitted with district equipment. The district technology coordinator or other administrative staff may review web pages to maintain system integrity and to monitor appropriate use of district equipment and facilities. Illegal activities must be reported to the appropriate school or district administrator.

### **Disclaimer**

The following disclaimer will be published on all web pages:

The district has made every reasonable attempt to ensure that the district's web pages are educationally sound and do not contain links to any questionable material or anything that can be deemed in violation of the district's electronic communications policy.

### **District Web Site**

The district's web site provides a resource for obtaining information about the district and for informing patrons about school activities, volunteer opportunities, meetings and district policies. Requests for publication of information on the district web site by administrators or others should be directed to the district technology coordinator. Personal information unrelated to the district's educational purpose will not be permitted.

### **Staff Web Pages**

Staff may create web pages to use in class activities or to provide a resource for other staff members. Staff web pages must pertain to the curricular goals and objectives of the district or be associated with their individual planned professional growth plans.

### **Individual Student Web Pages**

Students may, with staff sponsorship and oversight, create web pages for publication on the district's web site that are primarily academic, educational or research oriented.

Student work and/or recognizable photographs of students may be published only with parent permission and only if related to a class project or activity. Such work shall not reveal personally identifiable information or prohibited directory information.

Student-created web pages reflect the individual and do not represent the district. Concerns about the content of any web page created by a student should be directed to the school principal.

Student web pages may be removed at various junctures during the school year by school personnel.

### **Clubs and Organizations**

Web pages published as a service by student activity groups, clubs and other organizations (PTOs, booster groups, etc.) may provide information about cocurricular and other school authorized activities. All such web pages need to be approved by the district before being added to the district or school site.