



Web Page Guidelines

Web Publishing Guidelines for ALL Web Publishers
Please read before referring to your specific publishing level.

Material appropriate for placement on the district website includes information about the district, department activities or services, schools, teachers or classes, student projects, and student extracurricular organizations. Educational resources for staff, students and the community may also be published online. Personal information, not related to education, will not be allowed on the district website. All content published via the district network must comply with the following:

1. All publications must comply with all state, federal, and international laws concerning copyright, intellectual property rights, and legal uses of network computers.
2. All publications must comply with the Board policies and administrative regulations. Responsibility and authority for regulation of district web guidelines and policies are as follows:
 - a. District webmaster oversees operation and maintenance of the district's web content and reports to the district technology coordinator.
 - b. A site webmaster is chosen or designated by the principal to maintain the site's web pages. Building principals and/or site webmaster will work in cooperation with the district webmaster to ensure all web publishing guidelines are appropriately being followed.
 - c. Teachers or representatives from the site report to the site webmaster and can maintain their own pages.
 - d. Students or others on the site will report to the teachers in producing their pages but ultimately depend on the teachers or above said representative to publish the pages.
3. All district web publications will be hosted on the district-approved services.
4. The district makes every effort to insure that all links are operational; all information is accurate, appropriate, and of high quality. The district expects that standards be met. The viability of links that are not created through our district cannot be guaranteed.
5. Publishing Expectations:
 - a. All district web pages should meet goals of high quality in both style and presentation.
 - b. Correct grammar and spelling are expected. All information must be verifiable.
 - c. Publications should be high quality and designed for clarity and readability.
 - d. Publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.
 - e. Publications on the district website must identify affiliation with the district, and should link back to the main page from the front page of any school or department's main pages.

- f. Relevant referencing dates are required on all publications.
 - g. Commercial use for the pursuit of personal or financial gain is prohibited.
 - h. The release of student information will follow directory information guidelines per district Board policy JOA. Web pages shall not contain the personal address or phone number of students. Web page documents may include the first name and the initial of the student's last name. Published e-mail addresses are restricted to staff members.
 - i. Web pages shall not display abusive, harassing, libelous, obscene, offensive, profane, pornographic, threatening, and sexually explicit or illegal material.
6. Maintenance of web pages, including the timely update of information and periodic check of links, is the responsibility of the author.
 7. The district reserves the right to remove web pages, and if necessary, access to user accounts, without prior notice, if the content is unacceptable.
 8. There shall be no expectation of privacy for information stored on or transmitted with district equipment. The district webmaster may review web pages to maintain system integrity and to monitor appropriate use of district equipment. Illegal activities will be reported to the appropriate authorities.
 9. Each staff member who becomes a publisher on the district website must read and understand all Board policies, administrative regulations, network rules, and guidelines affiliated with appropriate use and web publishing. Each must have a signed district electronic communication agreement on file.

Different Levels of Web Publication

These guidelines are to be used as a reference and provide specific information regarding web publishing by staff and students throughout the district. District web publishing guidelines exist for each level and should be used when addressing specific issues relevant to each publisher level, however, every web publisher should read and abide by the **web publishing standards** for **all** web publishers. For more information about these guidelines or other issues related to web publishing, please call the communications department or technology department for assistance.

District Level

The district level refers to main publishing activities, which represent the district as a whole, such as overall structure, style, the main "front pages," and general top-level information. This level of publishing is conducted by a district webmaster who carries out the goals of the website at this level. The district webmaster works closely with the communications department.

Department Level

Administrative departments (such as transportation or personnel, etc.) may publish their own web pages as part of the district's website. The supervisor or director of each department is responsible for content and maintenance of departmental websites, though may designate a department webmaster who will do the actual authoring of pages. The materials published online is to coincide with that department's printed

materials, but may also take full advantage of the resources and structure of the web, using internal and external links to relevant references thus increasing the effectiveness of the information. The communications department should be consulted prior to uploading publications of a potentially sensitive nature, such as school comparisons or student data.

School Level

School websites are the responsibility of the building principal who designates a site webmaster. The school webmaster is responsible to manage the school website and monitor class, teacher, student, and extracurricular web pages. All official material originating from the school will be consistent with the district style and content guidelines.

Staff Level

Teachers or other staff may create web pages for use in class activities or to provide a source for other teachers or staff members in the district. Staff publishers will be responsible for maintaining their class or educational resource sites. Staff web pages must reflect positively upon the district and department or school. The school's webmaster acts as a consultant for the staff member's website and is to be informed of planned publishing activities.

Student Level

Students may create and publish web pages as part of a class or school sponsored activity. Material presented on a student website must meet the educational objectives of the school-related activity, as well as follow district policy and guidelines. Personal web pages are not allowed on the district's web server. **Student pages must include the following notice: "This is a student web page. Opinions expressed on this page shall not be attributed to Redmond School District 2J."** Student web pages will be removed at the end of the school year unless special arrangements are made.

Material that fails to meet established educational objectives or that is in violation of a provision of Board policy and administrative regulations will be removed.

School Level Web Publishing

Guide for the School Webmaster

This document is provided as a guide for the webmaster of the school's website published on or affiliated with the district network. Any staff member who acts as the school's "webmaster" must follow these guidelines. As a webmaster you acknowledge and agree that you are responsible for the appropriateness, authenticity, legal, and educational content of the web pages you generate. Please be sure to read all relevant guidelines pertaining to school and district publishing.

1. All pages must reflect educational goals. This means that all staff and student's web pages should clearly demonstrate the connections to educational projects, activities or goals.

2. There must be a teacher or adult volunteer sponsor for every student page published on your school's website. This sponsor can be you, if you select students to participate in the development of the school's website, but you agree to accept responsibility for their pages.
3. Where student pages are published, there must be an introduction written by the sponsoring teacher describing the intent of the web pages, accompanied by a district email address where that teacher can be reached. Within this introduction the dates for the intended length of the project must be included to provide a frame of reference for the viewer. The school's webmaster email account should be listed at the bottom of the school's main page.
4. No student email addresses for any student who publishes a page should be listed on the student's web page. No commercial or private accounts are to be listed on any district web pages.
5. Content guidelines for school web pages follow:
 - a. Students and staff must have read and agreed to abide by the established the district network policy and the appropriate web guidelines prior to publishing online;
 - b. Any use of obscene or inflammatory language will result in loss of network privileges;
 - c. Photos and names of students who have opted out of Director Information (Board policy JOA) are not to be published online;
 - d. Links to other websites must contain appropriate and educational materials and information;
 - e. Games, links to games, and advertisements for games not part of the district's educational goals are not to be published online;
 - f. There are to be no commercial advertisement links on any student web pages;
 - g. Any pictures being prepared for online publication must follow the district's Director Information policy (Board policy JOA);
 - h. Maintenance of the web page is primarily the responsibility of the student. If the publisher fails to manage and update his or her web pages in a timely and appropriate manner the responsibility falls to the webmaster who should determine whether to remove the web pages entirely or to update them as needed.

The school webmaster acts as the school's liaison with instructional technology staff training and information regarding issues of online publishing and web use.