

Internet Publishing Policy

Southwest Area Technology Team Collaborative Draft Policy Template

1. Purpose:

District websites provide instructional resources; information about curriculum, instruction and school authorized activities; and general information relating to our schools and our District's mission. Communication with parents, family, the community and students is important for the District and each classroom teacher. Events and projects can be displayed to show what has been happening in the classroom along with keeping all informed about future events and assignments. It is important that teachers give their web page address to students and parents as often as possible and keep their site updated.

(School District) teachers will be allowed to create and post their own web pages to the Internet. This will place the primary responsibility for the content of the teacher's page on the teacher. Building administrators and the (School District) are also responsible under federal law for the content of these pages. Teachers should be extremely careful whatever they post. It is the responsibility of the teacher, the building administrators and the District to ensure that all District hosted web pages follow District policies and state and federal laws. This guide is intended to assist District personnel and teachers in the development and posting of web pages.

2. Policy:

2.1. Teachers posting web pages on District sponsored web servers must adhere to the established rules and policies.

2.2. Posting of student work on District sponsored web servers must be in compliance with the established rules and policies.

3. Procedure:

3.1. Web Page Rules and Policies

3.1.1. This policy provides the basic overview for teachers posting web pages linked to the District webpage. Among the key points are:

3.1.1.1. Teachers and administrators are encouraged to develop links to third party hosts. The links need to conform to the "three-click rule" so that the link does not provide connection to inappropriate sites.

3.1.1.2. Teachers and administrators need to attend training sessions if they are going to create and maintain a District web site.

3.1.1.3. The District encourages teachers to involve students in the development of web sites. (Involvement needs to be grade appropriate. Students can be involved in various aspects including layout, design, choosing colors, and offering suggestions).

3.1.1.4. All web pages are subject to evaluation at any time by District administrators.

3.1.1.5. School administrators are responsible for evaluating the content on the school's website, its teachers' pages, and any links off of these pages.

3.1.2. The content and links within the District, school, or teacher web site shall:

3.1.2.1. be informative.

3.1.2.2. be accurate.

3.1.2.3. be current.

3.1.2.4. pertain to education or to the functions of the school.

3.1.2.5. be correctly written, spelled and punctuated.

3.1.2.6. be thoughtfully and attractively presented.

3.1.2.7. have written parental permission to display a student's name or picture. Although student names and photos are considered "directory information," written parental permission must be obtained because of the potential worldwide dissemination and loss of control of this information.

3.1.2.8. insure that a student CANNOT be identified by attaching his/her name to a specific picture, phone number or address unless parental permission or consent is obtained.

3.1.2.9. have written permission in order to display the name or picture of any staff member or School Board member.

3.1.2.10. require written permission be obtained for single, specific student pictures or it may be generally given for District approved use.

3.1.2.11. allow adults to be identified by attaching his/her name to a specific picture, phone number or address with written permission if this information is not already publicly available.

3.1.3. Content and links (defined as any site that can be reached in two clicks or less) within the District web site or, a teacher/student page linked from the District site, shall NOT:

3.1.3.1. contain or point to pornographic, violent, obscene, objectionable or offensive material.

3.1.3.2. violate copyright laws by containing unauthorized or plagiarized content including but not limited to written materials, pictures, graphics, audio, and video.

3.1.3.3. contain any personal information on students without written parental permission.

3.1.4. In order to protect individual privacy and promote good community relations, District web sites or, teacher/student pages linked from the District website, shall:

3.1.4.1. never provide addresses, phone numbers or other private information about students or employees.

3.1.4.2. never post individual pictures with the student's first or last names.

3.1.4.3. only post class pictures that include three (3) or more students and do not include information explaining the positioning of individuals in the picture.

3.1.4.4. never provide student e-mail addresses except for the purpose of supporting or providing feedback for a school-related activity, organization or web site.

3.1.4.5. never contain information or material that the District would not be willing to publish in other media forms (e.g., newspaper, television, brochures, etc.).

3.1.4.6. never allow students to post their personal web pages. If students need to post a web page as part of integrating the classroom curriculum with the Internet, it should be posted on the District web page with teacher

approval through the District web master. All links from a student project web page must be checked for appropriateness.

3.1.4.7. never promote specific political, metaphysical or religious viewpoints or agendas. Links to such pages may be placed on a web page for research purposes if the links are balanced.

3.2. Internet Release Form

3.2.1. The release form must be signed by teachers, administrators, staff and other individuals to give permission for information to be placed on a web page hosted by the District or any of the District's schools. Guest speakers and other special event participants that will be featured on the web page shall also sign this form.

3.2.2. It is the responsibility of the web page creator/teacher to ensure the release form is signed and maintained if any of the following are posted on a web page:

1. First Name
2. Photograph
3. Published Project (If an individual's project is to be published on a teacher's web page, it is the responsibility of the teacher to ensure that all copyright issues are addressed).
4. Email Address

3.2.3. The district and/or school publishing the web site will be responsible for obtaining permission to publish photos only in cases where there is no reasonable expectation that students, employees or guests will be photographed. No permission is necessary to take/have/or post pictures of students, employees or guests in common areas such as games, athletic events, activities, hallways, field days, etc.