

## **SCHOOL DISTRICT WEB SITE PUBLISHING AND SOCIAL MEDIA**

Weston County School District No. 7 supports the publication of school district web sites and social media sites. These provide the district with unique and ever changing ways to interact with the community, improve student learning, improve community relations, foster creativity, and demonstrate student learning. School web sites:

1. Allow an individual school to provide current and complete information to its community at-large;
2. Give the community a means to communicate effectively with schools and personnel;
3. Create expanded means for student expression;
4. Provide new avenues for teachers to help students meet high standards of performance.

All district schools wishing to maintain a presence on the Internet shall make certain that all staff involved in the development of the web site or social media site and/or its use are familiar with this policy and comply with its provisions.

The superintendent shall be responsible for communicating to all schools and staff members who will be involved with a school district, school or class web site, the requirements of this policy. If necessary, training will be arranged for any staff as necessary to assure their compliance with this policy. The superintendent will designate a staff member (herein called the "Webmaster") to implement this web site policy and to review materials published on the web site. All web pages on the web site will conform to this policy and any corresponding regulations.

### **Purpose and Use of School Web Sites**

The primary purpose of a school district web site or social media site is to communicate effectively with its community. The principal or designee shall insure that the site is maintained in such a way that the community receives reasonably current and accurate information.

The school may elect to have its web site serve additional purposes related to its educational mission. These include, but are not limited to:

1. Publishing the student newspaper;
2. Publishing student literary magazines;
3. Posting teacher created class information;
4. Publishing appropriate student class work.

When a school allows student publications on its web site, the purpose of including such publications shall be clearly identified in that section of the site. These publications shall be consistent with the mission, goals, policies, programs and activities of the district. All publications shall meet established district and school requirements related to student printed publications and in accordance with state and federal law related to student expression.

### **Content Standards**

1. Required Information

All web pages and social media sites must:

- a. Contain the name, address and district e-mail address of the staff sponsor. Student web pages shall use the sponsoring staff member.
- b. Use high quality writing, including ideas, structure and conventions.
- c. Contain current and accurate information.
- d. Include a copyright statement with student work and at other appropriate times.
- e. Use district templates if available.
- f. Contain a “created or modified” date and the name of initials of the person responsible (website only).
- g. Identify district affiliation and contain a link to return to the district’s own page.
- h. The following disclaimer will be published on all web pages:  
“The accuracy and quality of information cannot be guaranteed. The district will not be responsible for any information that may be lost, damaged or unavailable due to technical or other difficulties. 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.”

Student and organization web page and social media sites disclaimers should also include the following:

“Opinions expressed on this page shall not be attributed to the school district.”

Staff members requesting links to sites outside the district’s server are responsible for checking all materials at those sites for appropriateness. Those links should be checked regularly and revised, if necessary. Use of web pages or social media sites for personal or commercial financial gain is prohibited.

2. Standards

- a. All materials and information must be consistent with the mission, goals, policies, programs and activities of the district. All subject matter shall relate to curriculum, instruction, appropriate general information, or to activities of the district or of schools within the district.
- b. All materials on a school web site shall be either original to the school, in the public domain, or posted with the express permission of its rightful owner. This includes, but is not limited to, text, graphics, pictures, video, sound, music, characters, logos, and trade makes. Web page publications shall follow all applicable copyright laws and guidelines.
- c. Teachers may maintain instructional pages on the school's web site. They may also maintain and link to instructional sites on the internet.
- d. Neither staff nor students may publish personal home pages on the district's server.
- e. Student created web pages shall be supervised by a designated staff advisor and shall comply with all aspects of school and district web policy. Student organizations that are not officially recognized and do not have staff advisors shall not be permitted to submit materials for publication on school web sites.
- f. Web page authors will use web sites for academic, educational and research purposes only.
- g. Web page authors will respect the rights of others.
- h. Web page authors will not display abusive, harassing, libelous, obscene, offensive, profane, threatening, sexually explicit or illegal material.
- i. Web page authors will not use the web sites for commercial, purchasing or illegal purposes.

3. Advertising/Sponsorships

Advertising via the web pages or social media sites is not allowed.

4. 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 reflect the educational goals and objectives of the district. District employees, board members, or guests may not establish personal web pages using district resources.

5. School or Class Web Pages

Schools or classes may establish web pages that present information about school or class activities or as part of a class assignment. Teachers will be responsible for maintaining their class pages. The district webmaster will be responsible for the district sites.

6. Extracurricular Organization Web Pages or Social Media Sites

Extracurricular organizations may establish web pages with the approval of the organization's sponsor and the Internet coordinator. Material presented on the organization web page must relate specifically to organization activities and will include only student produced material.

7. Other Web Pages or Social Media Sites

The district may allow other organizations, such as parent/teacher groups, booster clubs, school foundations, etc. to publish web pages or link to social media sites provided they conform to this policy and the corresponding administrative regulations.

**Privacy Standards**

1. Because Internet publications are available to the entire world, special care shall be taken to protect the privacy of students and staff. Web pages may not include personally identifying information regarding a student, such as telephone numbers, addresses, names of other family members, name of friends, e-mail addresses, specific location of a student at any given time, grades, or any other academic information. No confidential information shall be published on or linked to the web site.
2. Student work may be posted on web pages only with the written consent of the student's parent/guardian or the eligible student before each incident of publication. The authoring student shall also sign a copyright consent form.
3. Links to student e-mail accounts are prohibited

4. Pictures of students may be included only under the following conditions:
  - a. Individual student pictures may be published on the web site only with the written consent of the student's parent/guardian or eligible student.
  - b. Pictures of groups of students involved in a school related activity may be published without consent, however, students shall only be identified by the group name.
  - c. Students shall not be individually identified in pictures unless there is a special reason for doing so, such as recognition for receiving an award. In such cases, student's parent/guardian or eligible student must give written consent.
5. Web page documents may include only the first name and the initial of the student's last name.
6. 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 the district equipment. Illegal activities will be reported to the appropriate authorities.

### **Changes in Technology**

Given the rapid change in technology, some of the provisions of this policy may become outdated rapidly. Therefore, this policy shall be reviewed periodically and revised as necessary. When changes occur before this policy can be adjusted, the superintendent or designee shall make decisions at the district level and the principal or designee shall make decisions at the building level, consistent with the philosophy set forth in the board's policy and this policy.

**REVISED POLICY**  
**ADOPTION DATE: FEBRUARY 14, 2001**  
**REVISION DATE: NOVEMBER 9, 2016**