

Decatur County Board of Education

Monitoring: Review: Annually, in November	Descriptor Term: School and System Websites	Descriptor Code: 4.407	Issued Date: 07/13/17
		Rescinds: 4.407	Issued: 06/14/01

1 **CONTENT STANDARDS**

2 In order to take advantage of the opportunities the Internet provides, the board authorizes the creation of
3 school and/or district web pages on the Internet. Only those web pages maintained in accordance with
4 board policy and established procedures shall be recognized as official representations of the district or
5 individual schools. All information on a school or district web page must accurately reflect the mission,
6 goals, policies, program, and activities of the school and district. The web page must have a purpose
7 which falls within at least one of three categories:

- 8 1. Support of curriculum and instruction — intended to provide links to Internet resources for
9 students, parents, and staff in the district;
- 10 2. Public information —intended to communicate information about the schools and district to
11 students, staff, parents, community and the world at large; and
- 12 3. District technology support —intended to provide and respond to instructional and administrative
13 technology needs of students and staff.

14 All material on a school website shall be either original to the school, in the public domain, or posted
15 with the express permission of its rightful owner. This includes, but is not limited to, text, graphics,
16 pictures, video, sounds, music, characters, logos, and trademarks. Web page publications shall follow all
17 applicable copyright laws and guidelines.

18 Websites developed under contract for the school district or within the scope of employment by district
19 employees are the property of the school district.

20 **PRIVACY STANDARDS¹**

- 21 1. Because Internet publications are available to the entire world, special care shall be taken to
22 protect the privacy of students and staff. Web pages may not include personal identifying
23 information regarding a student¹ such as: telephone numbers, addresses, names of other family
24 members, names of friends, e-mail addresses, specific location of a student at any given time,
25 grades or any other academic information. No confidential information shall be published on or
26 linked to the web site.
- 27 2. Student work may be published on web pages only with written consent of the student's parent/
28 guardian or the eligible student before each incident of publication. The authoring student shall
29 also sign a copyright consent form.
- 30 3. Links to student e-mail accounts are prohibited.

- 1 4. Pictures of students may be included only under the following conditions:
- 2 • Individual student pictures may be published on the web site only with written consent of the
- 3 student's parent/guardian or eligible student.
- 4 • Pictures of groups of students involved in a school-related activity may be published without
- 5 consent; however, the students shall only be identified by the group name.
- 6 • Students shall not be individually identified in pictures unless there is a special reason for
- 7 doing so, such as recognition for receiving an award. In such cases, the student's
- 8 parent/guardian or eligible student must give written consent.

9 **ADVERTISING/SPONSORSHIPS**

10 Any use of advertising or sponsorships that appears on a school web site must be approved by the school

11 web administrator, the principal, or the director of schools/designee. Guidelines for approval shall be

12 established by the director of schools/designee and must be consistent with the board's policies and

13 guidelines used in other school and district publications.

14 **ADMINISTRATIVE PROCEDURES**

15 The director of schools shall develop administrative procedures for development of web pages including

16 content, quality and consistency standards and shall designate an individual(s) to be responsible for

17 maintaining the official district web page and monitoring all district web page activity. A building

18 principal shall make such designation for an individual school. Schools or departments who wish to

19 publish a web page must identify the webmaster's name, e-mail address and phone number on the web

20 page.

21 **CONCERNS/COMPLAINTS**

22 As with any instructional materials or publication used by or representing the school or district, the

23 building principal or director of schools, respectively, is ultimately responsible for accuracy and

24 appropriateness of the information made available on the web site. Concern about the content of any

25 page(s) created by students or staff should be directed to the building principal or the director of schools'

26 office when related to the district web site. If the concern is not resolved, persons who wish to file a

27 formal complaint shall submit a written request for reconsideration of instructional material.

Legal References

1. 20 USCS 1232 g(a)(5)(A)-(B); ESEA (20 USCS 7908) Sect. 9528; 10 USCS 503

Cross References

Reconsideration of Instructional Materials 4.403
Use of Copyrighted Materials 4.400
Employee-Developed Materials 4.405