

**SUBJECT: DISTRICT STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING****General Criteria**

The availability of Internet access in the District provides an opportunity for staff and students to access information and contribute to the District's online presence. The District's public website, classroom and school-affiliated sites, parent communication platforms, and social media (collectively referred to as platforms) must relate to curriculum or instructional matters, school authorized activities, or general information of interest to the public pertaining to the District or its schools. Staff and students are prohibited from publishing personal home pages or links to personal home pages as part of the District's platforms. Similarly, no individual or outside organization will be permitted to publish personal content on any of the platforms.

Internet access for the creation of online content is provided by the District and all information must be reviewed by the designated content manager prior to publishing it on the platforms. Personnel designing information for the platforms must familiarize themselves with and adhere to district standards and procedures. Failure to follow district standards or responsibilities may result in disciplinary sanctions in accordance with law and/or the applicable collective bargaining agreement.

The District will ensure that any and all notifications and documents required by law, regulation, or district policy to be posted on its platforms will be published.

**Platforms**

The District maintains the following platforms for communication and content sharing:

a) Public Website

The District's public website serves as the primary source of information for the community, parents, and students. It contains official notices, events, and educational resources.

b) Classroom and Student Websites

Classroom and student websites, primarily hosted on district-approved platforms, are used to enhance instruction and allow students to participate in digital projects under staff supervision.

c) Parent Communication Platforms

Parent and family communications are primarily handled through designated platforms, ensuring timely and relevant updates regarding student progress, events, and district initiatives.

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**SUBJECT: DISTRICT STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING  
(Cont'd.)**

d) Social Media

The District maintains official social media channels for outreach, community engagement, and sharing district-approved news and content.

**Content Standards**

- a) Approval for posting content on any public platform must be obtained from the designated content manager or their designee(s). If at any time, the content manager or designee(s) believes the proposed material does not meet the standards approved by the District, it will not be published. Decisions regarding access to active content for editing content or organization will be the responsibility of the content manager or designee(s).
- b) Content must be sponsored by a member of the district faculty, staff or administration who will be responsible for its content, design, currency and maintenance. The sponsor is responsible for ensuring that those constructing and maintaining the content have the necessary technical training and that they fully understand and adhere to district policies and regulations. The content must include the name of the sponsor.
- c) Staff or student work should be published only as it relates to a school/classroom authorized project or other school-related activity, and in compliance with any and all relevant laws, rules, and regulations.
- d) The review of any student-published content on a platform (if considered a school-sponsored student publication) will be subject to prior district review as would any other school-sponsored student publication.
- e) An authorized teacher who is publishing the final content for themselves, for himself or herself, or for a student will edit and test the content for accuracy of links and check for conformance with district standards and practices.
- f) Commercial advertising or marketing on any platform (or the use of school-affiliated content for the pursuit of personal or financial gain) will be prohibited unless otherwise authorized in accordance with law and/or regulation. Decisions regarding website advertising must be consistent with existing district policies and practices on this matter. School-affiliated content may mention outside organizations only in the context of school programs that have a direct relationship to those organizations (e.g., sponsorship of an activity, student community service project).

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**SUBJECT: DISTRICT STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING  
(Cont'd.)**

- g) Content may include faculty or staff names; however, other personal information about employees including, but not limited to, home telephone numbers, addresses, email addresses, or other identifying information such as names of family members may be published only with the employee's written permission.
- h) All content must conform to the standards for appropriate use found in the District's Acceptable Use Policy(ies) and accompanying regulations regarding standards of acceptable use; examples of inappropriate behavior; and compliance with applicable laws, privacy, and safety concerns.
- i) All staff and/or students authorized to publish material on the platforms must acknowledge receipt of the District's content standards and agree to comply with these standards prior to posting any material online.

**Release of Student Education Records/Directory Information**

The District will not permit students' personally identifiable information to be posted on any platform unless the posting is consistent with the Family Educational Rights and Privacy Act (FERPA) and district policy.

**Use of Copyrighted Materials and Fair Use Exceptions**Copyrighted Materials

All employees and students are prohibited from copying materials not specifically allowed by the copyright law, Fair Use guidelines, licenses, or contractual agreements, or the permission of the copyright proprietor. Published materials must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials or notice that the publication is in accordance with the Fair Use provisions of the Copyright Law.

**Consequences for Non-Compliance**

Content that does not comply with the above criteria is subject to revocation of approval and removal from any of the platforms.

Staff

Faculty or staff posting non-approved or inappropriate material on district platforms are subject to discipline, including possible suspension or revocation of access to the District's computer network, in accordance with law and applicable collective bargaining agreements. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

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**SUBJECT: DISTRICT STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING  
(Cont'd.)**

Students

Students posting non-approved or inappropriate material on district platforms are subject to discipline, including possible suspension or revocation of access to the District's computer network, in accordance with applicable due process procedures and the District Code of Conduct. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

**Oversight**

The Superintendent or designee will have the authority to approve or deny the posting of any proposed web pages on any of the platforms based upon compliance with the terms and conditions set forth in this policy as well as applicable district practices and procedures.

Digital Millennium Copyright Act (DMCA), 17 USC Sections 101 et seq., 512 and 1201 et seq.  
Family Educational Rights and Privacy Act of 1974, 20 USC Section 1232(g)  
34 CFR Parts 99 and 201

NOTE: Refer also to Policies #7241 -- Student Directory Information  
#7410 -- Extracurricular Activities

Adopted: 8/12/25