

## **Regulation**

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### DISTRICT PUBLICATIONS – WEBSITE

The district website and all district web pages shall be considered district publications and subject to the policies and procedures concerning publications and distribution of materials (see board policies and regulations 1111 District Publications, 1140 Distribution of Materials, 6145.3 Student Publications).

Objectionable material is defined as material that does not meet the standards for instructional resources specified in board policy 6161.1 Guidelines for the Evaluation and Selection of Instructional Materials and this procedure and is not approved by the superintendent or his or her designee.

The superintendent or his or her designee shall review materials submitted for posting on the district website in order to ensure that the content and appearance of webpage materials are appropriate and reflect the high standards of the district

#### Ownership and Retention

All web pages on the district's servers are the property of the Alloway Township School District. Official district web pages will reside only on district owned or operated servers. The only organization permitted to post a web page on the district server is the PTA. Web pages of other school connected organizations may be linked on the district website at the discretion of the superintendent.

#### Student Safeguards

Students may publish information on the Alloway Township School District website only when they are under the supervision of the teacher and with the approval of the designated website monitor. No personally identifiable information about a student shall be posted without prior written consent from the student's parents/guardians (see board policy 5145.5 Student Photographs). Personally identifiable information includes:

1. Student names;
2. Student telephone number, address, names of other family members, or names of friends;
3. Student email addresses;
4. Student pictures (video or still) and audio clips;
5. Information that indicates the physical location of a student at a given time.

District assigned email addresses of staff members or district assigned employee email addresses may be published.

#### School Board Policies

All documents on the Alloway Township School district website must conform to the Alloway Township Board of Education policies and regulations and copyright law. Persons developing or maintaining web documents are responsible for complying with these policies. Some of the relevant issues and related board policies include the following:

- A. No unlawful copies of copyrighted materials may be knowingly posted on the district website;
- B. Documents created for the website and/or linked to the district website will meet the criteria for use as an instructional resource;
- C. Any links to the district website that are not specifically curriculum related will meet the criteria established in the Alloway Township School District Internet Use Policy (6142.10 Internet Safety and Technology). Any other

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non-curricular materials shall be limited to information about other youth activities, agencies, or organizations that are known to be non-sectarian, exclusively devoted to community interests or child welfare, non-profit, and non-discriminatory. Web page links may not include entities whose primary purpose is commercial or political advertising;

- D. All communications on interactive sites and social media will comply with the Alloway Township School District Internet Use Policy (6142.10) and the Alloway Township District Code of Student Conduct (see policy 5131 Conduct and Discipline and the student handbook). Website postings and/or communication shall not contain material that:
1. May be perceived as profane, obscene, racist, sexist or promote illicit, illegal or unethical activity;
  2. Violates the district's affirmative action policies (2224, 4111.1, 4211.1, 6121);
  3. Is personal in nature and not related to the business of the district;
  4. Can be interpreted as provocative, flirtatious or sexual in nature;
  5. Is confidential and not authorized for distribution;
  6. Violates board policy 5131.1 Harassment, Intimidation and Bullying;
- E. Any student information posted on the district website shall comply with the Alloway Township School District policies concerning data privacy (see board policies 3270 District Records and Reports, 4112.6/4212.6 Personnel Records and 5125 Student Records);
- F. Any deliberate tampering with or misuse of district the network or equipment will be considered vandalism and will be handled in accordance with the board policies 5131.5 Violence and Vandalism and 6142.10 Internet Safety and Technology and the code of student conduct (5131).

Technical Standards and Consistency

Each web page added to the district website must contain the following in order to provide general consistency of the district web pages:

- A. At the bottom of the web page, there must be a last update indicator and the name or initials of the person(s) responsible for the page and/or update. It shall be that person's responsibility to keep the web page current;
- B. At the bottom of the web page, there must be a link that returns the user to the appropriate point(s) in the district homepage;
- C. All web pages must be submitted to the designated website monitor for review prior to placement on the website. In the absence of the designated website monitor, the superintendent or his or her designee shall be responsible for approving materials for posting;
- D. No personal computers or other personal Internet accessing devices shall be configured to the district web/FTP servers unless approved by the superintendent or his or her designee;
- E. Users must exhibit care when creating web pages with extensive tiled backgrounds or large graphics. Such files require extensive download time, are frustrating for modem users, and slow down the file servers;
- F. The authorized teacher who is publishing the final web page for the class or for a student, will edit the page to ensure that it complies with the standards outlined in this procedure;
- G. The teacher shall test all links in the content to ensure that they are live, accurate and in compliance with this procedure;
- H. Web pages may not contain links to other web pages not yet completed. If additional pages are anticipated but not yet developed, the posting may cite the anticipated date or time frame when the information will be available. The actual link shall not be posted until it is live;

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- I. Any graphics, sounds, or video used on web pages must conform to the format currently used or approved by the designated website monitor;
- J. Web pages may not contain any student email address links, any survey-response links or any other type of direct-response links unless approved by the superintendent or his or her designee;
- K. The superintendent or his or her designee shall be responsible for the final decisions regarding access to active web pages for editing content of organization;
- L. All web pages shall be linked to the district website and other related pages on the district website as appropriate.

The superintendent or his or her designee will develop additional consistency standards as the need arises.

Additional Notes for Consideration

Materials on the district website and web pages that reflect an individual's thoughts, interests, and activities do not, in any way, represent the school or the Alloway Township School District, nor are they endorsed or sanctioned by the district. Concern about the content posted by students or staff should be directed to the principal or to the designated website monitor.

Given the rapid change in technology, some of the technical standards outlined in this policy may require change throughout the year. The designated website monitor will make such changes with the approval of the superintendent or his or her designee.

Adopted: November 26, 2002  
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Readopted: