

COMMUNITY RELATIONS

District And School Web Sites

To enhance communication with students, parents/guardians, staff, community members and the public at large, the Board of Trustees encourages the development and ongoing maintenance of district and school Web sites on the Internet. Web sites shall support the educational vision of the district and shall be consistent with the district's plans for communications and media relations.

The Superintendent or designee shall develop guidelines regarding the content of district and school Web sites which shall include standards for the ethical and responsible use of information and technology. These guidelines shall be consistent with law, Board policy and administrative regulation.

District and school Web sites shall not include content which: (1) is obscene, libelous, slanderous, or harasses or disparages others on the basis of race, national origin, sex, sexual orientation, age, religion or disability; (2) creates a clear and present danger of inciting students to commit unlawful acts on school premises, violate school rules or substantially disrupt the school's orderly operation; or (3) encourages or promotes any activity that the law or District policy prohibits.

District and school Web sites shall not be used to urge the support or defeat of any ballot measure or candidate.

Any links to external sites shall follow the same guidelines applicable to district and school Web sites.

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on district or school Web sites.

The Superintendent or designee shall ensure that Web site content protects the privacy rights of students, parents/guardians, staff, Board members and other individuals. No personal information about students or their parents/guardians, including phone numbers, home addresses or e-mail addresses, shall be published on a district or school Web page. Unless parents/guardians have requested that it be withheld, the following directory information may be published: information regarding awards received and participation in officially recognized activities and sports, but students may be identified by first name only. Before publishing this directory information, the District must give public notice that these categories of directory information will be made public and give parents a reasonable opportunity to object to the release of the directory information.

Photographs of students shall be used only with written permission from the students' parents/guardians.

Home addresses or telephone numbers of staff members shall not be posted.

District and school Web sites shall not post the home address or telephone number of any elected or appointed official without the prior written permission of that individual. The Superintendent or designee may establish standards for the design of district and school Web sites in order to maintain a consistent identity, professional appearance and ease of use.

Staff and students may submit materials for Web site publication to the district or school Web master who shall ensure that the content adheres to district guidelines and policies.

Legal Reference:

EDUCATION CODE

35182.5 Contracts for advertising

35258 Internet access to school accountability report cards

48907 Exercise of free expression; rules and regulations

48950 Speech and other communication

49073 Release of directory information

60048 Commercial brand names, contracts or logos

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

6254.21 Publishing addresses and phone numbers of board members

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

1232g Federal Family Educational Rights and Privacy Act (FERPA)

CODE OF FEDERAL REGULATIONS, TITLE 16

312.1-312.11 Children's Online Privacy

COURT DECISIONS

Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112

Perry Education Association v. Perry Local Educators' Association, (1983) 460 U.S. 37

Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982) 457 U.S. 853

Cross References:

Policy 2455	Technology
Policy 4042	Employee Use of Technology
Policy 6162	Use of Copyrighted Materials
Policy 6166	Use of Technology in Instruction
Policy 6168	Student Use of Technology

Policy Adopted: May 15, 2001