

KDC – SCHOOL DISTRICT WEBSITE PUBLISHING POLICY

GENERAL - Official school district websites will be hosted and maintained on the District's computer networks. Websites that are hosted outside of the school district that contain references to any students, staff, or facilities of the District are not considered official Websites, and the school district will not be responsible for their content. Official school district and school websites are owned and governed by the District.

The district website is intended to provide a means of sharing information with the school district and the world about school curriculum and instruction, school-authorized activities, and other information relating to the district's schools and mission. Instructional resources for staff and students may also be provided.

School district websites are not public forums. No private citizen or non-school agency is permitted access to school district websites. School district websites shall not be used for interactive communication. School district websites shall not be used for posting of non-school sponsored events. School district websites are subject to copyright laws.

Content is restricted to factual information such as school or community notices and information, staff and student work, public documents, and other such information. Information shall not represent the views of an individual or group. Information shall be non-editorial and non-partisan.

ORGANIZATIONAL RESPONSIBILITY - School district websites are official publications and must follow similar guidelines as other district publications outlined in policy. For district department websites, the Superintendent shall assign primary responsibility for the content of the website page(s). For individual school websites, the School Principal has primary responsibility for the website. All information published on the school and district websites must be approved by these individuals or their designees. The Superintendent or designee acts as the final authority when issues arise concerning potentially sensitive content.

All postings to the websites will be performed by authorized individuals only. These individuals must have been provided with secure access by the School District Business Administrator and have been given approval by the Superintendent or School Principal. The district reserves the right to remove any publication that adversely affects the operation of the school computer networks.

PUBLISHING STANDARDS - All subject matter on district web pages and their links must relate to curriculum and instruction, school-authorized activities, or information about the district or its mission. Staff or student work may be published only as it relates to a class project, course, or other school-related activity, and subject to parental permission. Students, staff, or other individuals may not use the district's web pages to provide access to their personal pages on other servers or online services. Professional school staff may use the district's web pages to provide access to educational pages i.e. teacher pages related to their job responsibilities and subject to approval of the School Principal. The school district will provide teacher page guidelines. The school district reserves the right to remove access at any time for any reason. Publishing privileges for school staff are approved by the School Principals and district staff by the Superintendent or designee. Creators of web pages need to familiarize themselves with and practice the following standards and responsibilities, or pages will not be published.

1. All web pages must comply with all policies and regulations of the district and all state, federal, and international laws concerning copyright, intellectual property, and use of computers.
2. All web pages must comply with the School Board policies, administrative regulations, and other district guidelines provided for specific levels of publishing.
3. Web pages must include a statement of copyright, when appropriate, and indicate that permission has been secured to include copyrighted materials.
4. All content must be appropriate, decent, in good taste, and not intended to harass, demean or offend individuals or groups. Offensive content includes, but is not limited to materials which offend religious and racial groups, constitute sexual harassment, or contain violence and profanity.
5. Any deliberate tampering with or misuse of district network services or equipment will be considered vandalism and will be handled according to the student and staff discipline code.
6. Advertisements, business logos, and other commercial use is prohibited.
7. The use of a web page for political lobbying activities is prohibited. Engaging in non-school related fund-raising is also prohibited.
8. District issued email addresses of staff may be published on the website. Staff members are not to include their personal email address on any web page.
9. No student email address, whether a personal or district account, may be listed on any web page.
10. Web pages shall not contain personal student information other than first names unless prior permission has been granted. The School Principal is to be contacted as the consultant in special circumstances where awards or events warrant publicity of this nature.
11. Web pages may contain pictures of students and staff involved in school-related activities only. Use of student pictures must have parent or guardian permission regardless of whether they are identified by name.
12. Non-school related student work shall not be published.
13. Correct grammar and spelling should be used. Documents should be of high quality in both style and presentation. Any unedited work by students will be identified as such.
14. Factual information must be able to be documented.
15. All web pages must identify affiliation with the Epping School District.
16. All web pages must provide a link to the school or district's home page, and contain clear navigational links.
17. Web pages may contain links to other pages; however, these links are limited to educational, governmental, and other such agencies with relevance to the governance of the district and the students' educational program. The viability of links from web pages

that were not created by the district cannot be guaranteed and the school and district web page containing such links will contain this notation. All links will be tested for accuracy.

18. Web pages may not contain links to other pages that are not yet completed. If further pages are anticipated, but not yet developed, the text that will provide the link can be included, but the link may not be made "hot" until the further page is actually in place.
19. The primary person responsible for website content on school and district web pages will regularly monitor the site to insure that the publishing standards are met.
20. All questions regarding website policy shall be directed to the Superintendent or designee.

PUBLIC RECORD – Information posted on district websites is considered public and subject to applicable laws.

Statutory/Regulatory/Policy/Handbook Cross References

17 U.S.C. § 101 Copyright Act
Handbook (Student and Staff)

APPROVED/REVISED: October 25, 2007, April 3, 2014

PREVIOUS POLICY: None