

**DISTRICT AND SCHOOL DIGITAL COMMUNICATION TOOLS**

**Content**

District and school websites/pages shall provide current and useful information regarding district programs, activities and operations. Such information shall be appropriate for both internal and external audiences. Official school websites are those hosted on district web servers or on web servers authorized by Technology Services and maintained by district employees. Official social media web pages and blogs are those approved through the EGUSD social media approval process.

The Superintendent or designee shall make the information contained in the School Accountability Report Card accessible on the Internet and shall ensure that such information is updated annually. (Education Code 35258)

(cf. 0510 - School Accountability Report Card)

**Website/pages Guidelines**

Access to the Internet and creation of content on websites/pages, using the district's network or server is a limited forum, similar to a school newspaper. The district will exercise its rights within the law to regulate speech within that forum. Therefore, the district, the site administrator or a teacher may restrict student speech pursuant to Education Code section 48907 if the speech is obscene, libelous, slanderous, or likely to incite students and create a clear and present danger to the operation of the schools, or otherwise interferes with the educational mission of the district. The district will not restrict a student's speech on the basis of a disagreement with the opinion expressed. Web pages are defined as, but not limited to, actual HTML pages, blog pages, social media web pages, portal entries or other representation/depiction on the World Wide Web.

The following shall be adhered to on official district websites, social media web pages and blogs:

1. Student work may be published on official websites/pages provided that both the student and his/her parent/guardian provide written permission or the work is part of an existing publication such as a newspaper or school newsletter.
2. Students, staff or other individuals may not use official district or school websites/pages to link to their personal web pages, social media pages or online services.
3. Any use of copyrighted material or the intellectual property of others on official websites/pages must be authorized by the owner of the material or permitted by applicable law. (cf. 6162.6 - Use of Copyrighted Materials)

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4. First and last names of individual students may be published except when the student's parent/guardian has notified the district in writing, through the appropriate opt-out form, to not allow the release of the student's first and last name without prior written consent in accordance with BP/AR 5125.1 - Release of Directory Information.
5. Identifiable image(s) of individual students may be published except when the student's parent/guardian has notified the district in writing, through the appropriate opt-out form, to not allow the release of the student's image without prior written consent. Images include photographs, video or live video.
6. Image (s) of a student shall not be published with first or last name without prior written consent of the student's parent/guardian. Only district approved administrative systems which are closed systems requiring a logon and password may contain all student information including images.
7. Electronic student newspapers and electronic newsletters are required to follow the same requirements involving the posting of student names or images.
8. Students' mailing addresses, personal email addresses and/or phone numbers shall not be posted in any public web space or private web space unless parent/guardian written permission is obtained before the information is posted. One exception to this is in the case of Technology Services and Superintendent's Cabinet approved Application Service Providers (ASP's). Student data may be loaded or transferred to an ASP system in order to meet district or school needs if the application/system, the ASP vendor, and associated security measures have been approved by the Superintendent's Cabinet and Technology Services.
9. All websites/pages shall adhere to the appropriate sections of EGUSD's Administrative Regulation 6162.7 – Use of Technology in Instruction.
10. All official district websites are a limited closed public forum. Pages with links to outside organizations need to include the following disclaimer: The links are listed as a courtesy to our website visitors. While these sites are offered as a resource for our visitors, the Elk Grove Unified School District does not control the information contained in the linked websites and accepts no liability for any of the information.
11. All pages should have the appropriate site webmaster's email address annotated as the person responsible for content of the site and to receive comments from the general public.
12. Social media web pages and blogs which allow commenting are required to be moderated.

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13. School district web pages may not contain links to other web pages that are not yet complete.
14. Users should avoid creating web pages with extensive tiled backgrounds or large graphics. Such files require longer download times, are frustrating for users, and slow down the web servers. Graphic files shall be under 100K in size unless a special situation exists that requires a larger graphic.
15. Home addresses or personal telephone numbers of staff members shall not be posted on district and school websites/pages.
16. Any district-related website must contain a prominent link to the district's public website. Use the following link (URL): <http://www.egusd.net>.
17. Material placed on the web site is expected to meet academic standards of proper spelling, grammar and accuracy of information.
18. Web page links may not include entities whose primary purpose is commercial or political advertising.

**Publishing**

Roles and Responsibilities

District administrators, school principals and classroom teachers are responsible for web page approval prior to publishing. No official district, department or school website/page shall be published without the prior approval of the site administrator, web specialist and/or director of communications.

The employee serving as the school site or department webmaster will be designated through the EGUSD Web Site Approval Form. Webmasters will be given access to the district web server once their Change Access Form has been submitted to and approved by Technology Services.

Use of the district's network and web servers are a privilege, not a right; thus, the superintendent or designee may remove a website/page from the network or may remove official district social media web pages or blogs when appropriate.

Concern about the content of any page(s) created by students or staff should be directed to the site administrator.

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Americans with Disabilities

The Americans with Disabilities Act (ADA) requires state and local governments, including schools, to provide effective communication whenever they communicate through the Internet. To provide an alternative medium for accessing information about the district, the elements listed below will be included in all site and district web pages.

- Attach "Alt" tags (Alternative Text) to graphic images so that screen readers can identify the graphic.
- Provide for alternative mechanisms for on-line forms.
- Include contact e-mail address for further information.