

DISTRICT AND SCHOOL DIGITAL COMMUNICATION TOOLS

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the development and ongoing maintenance of district and school digital communication tools, including but not limited to websites/pages, blogs and social networking sites. Digital communication tools shall support the district's mission and be aligned with the district's plans for communications and media relations.

- (cf. 0000 - Vision)
- (cf. 0440 - District Technology Plan)
- (cf. 1100 - Communication with the Public)
- (cf. 1112 - Media Relations)
- (cf. 1230 - School-Connected Organizations)
- (cf. 1260 - Educational Foundation)
- (cf. 4040 - Employee Use of Technology)
- (cf. 6020 - Parent Involvement)

The Superintendent or designee shall establish design standards for district and school websites/pages in order to maintain a consistent identity, professional appearance and ease of use.

Content

The Superintendent or designee shall develop content guidelines for district and school websites/pages. These guidelines shall be consistent with law, Board policy, and administrative regulation.

Staff, students, or other persons may submit materials for web publication to the district or school webmaster who shall ensure that the content adheres to district guidelines and policies.

- (cf. 6145.5 - Student Organization and Equal Access)

District and school websites/pages shall not include content that is obscene, libelous, or slanderous, or which creates a clear and present danger of inciting students to commit unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.

- (cf. 5145.2 - Freedom of Speech/Expression)

Posted content on district or school websites/pages shall adhere to copyright laws.

- (cf. 4132/4232/4332 - Publication or Creation of Materials)
- (cf. 6162.6 - Use of Copyrighted Materials)

DISTRICT AND SCHOOL WEBSITES

Any links to external websites shall support the educational mission and shall include a disclaimer that the district is not responsible for the content of external websites.

The district shall not accept advertising of commercial products and services on district or school websites/pages.

(cf. 1325 - Advertising and Promotion)
(cf. 3312 - Contracts)

Privacy Rights

All website content on district and school websites/pages shall protect the privacy rights of students, parents/guardians, staff, Board members, and other individuals.

(cf. 1340 - Access to District Records)
(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)
(cf. 5022 - Student and Family Privacy Rights)
(cf. 5125 - Student Records)

Phone numbers, home addresses, and email addresses of students or their parents/guardians shall not be published on an external district or school webpage unless parent/guardian written permission is obtained. Only district approved administrative systems which are closed systems requiring a logon and password may contain all student information.

(cf. 5125.1 - Release of Directory Information)

First and last names of students *without* images or identifiable images of students *without* first or last names may be published except when the student's parent/guardian has notified the district in writing, using the appropriate opt-out form, which forbids the release of the student's information.

The publication of student image(s) along *with* both first and last name requires prior written consent of the student's parent/guardian.

Home addresses or personal telephone numbers of staff members shall not be posted on district and school websites/pages.

No public safety official shall be required as a condition of employment to consent to the posting on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation, or harm to the officer or his/her family. (Government Code 3307.5)

DISTRICT AND SCHOOL WEBSITES

District and school websites/pages shall not post the home address or personal telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24)

(cf. 3515.3 - District Police/Security Department)

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

49061 Definitions, directory information

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 officials

6254.24 Definition of public safety official

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

312.1-312.12 Children's Online Privacy

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and 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

Management Resources:

CSBA PUBLICATIONS

Maximizing School Board Governance: Community Leadership, 1996

WEBSITES

CSBA: <http://www.csba.org>

California School Public Relations Association: <http://www.calspra.org>

National School Public Relations Association: <http://www.nspr.org>