

Community Relations

District and School Web Sites

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the development and ongoing maintenance of district and school web sites. Web sites shall support the educational vision of the district and shall be consistent 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 may establish design standards for district and school web sites 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 web sites. 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 web sites 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)

The Superintendent or designee should ensure that copyright laws are not violated in the use of material on district or school web sites. (cf. 4132/4232/4332 - Publication or Creation of Materials)(cf. 6162.6 - Use of Copyrighted Materials)

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

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District and School Web Sites (continued)

The District shall not accept advertising of commercial products and services on district or school web sites. (cf. 1325 - Advertising and Promotion) (cf. 3312 - Contracts)

Privacy Rights

The Superintendent or designee shall ensure that web site content protects 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 a district or school web page. (cf. 5125.1 - Release of Directory Information)

Because of the wide accessibility of the Internet and potential risk to students, photograph(s) of a student shall not be published without the prior written consent of the student's parent/guardian.

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

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 web sites shall not post the home address or 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)

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District and School Web Sites (continued)

Legal Reference:

CALIFORNIA 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 board members
- 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

- 312.1-312.11 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