

Spartanburg School District Two

WEB PAGE GUIDELINES

I. Permission for Posting of Student Pictures, Names, and Work

Because of the district's desire to protect its students in the fluid environment of the World Wide Web, we advocate caution to ensure the privacy of students. However, we also understand the need to recognize and share student achievement, activities, and awards.

Permission to publish a student's name, picture, and/or work must be obtained on a permission form. No student's e-mail address, personal web address, street address, or telephone number will be published. A sample form is included as Appendix I. Permission **must be obtained** in any of the following situations:

- if a student is clearly recognizable in a picture
- if a student is singled out in a picture with accompanying text that identifies him/her
- if work attributed to a student is posted on a page

Permission **is not required** for groups of student names as for awards, teams, etc. without an identifying picture of the honored individuals.

II. Legal Issues

A. Approval

Publication of material or links from pages or sites for Spartanburg School District Two does not necessarily demonstrate implicit approval by the school or district administration or the board of trustees.

B. Legal Guidelines

Any web page or site author, designer, or manager for Spartanburg School District Two must adhere to these guidelines. To protect district staff and to serve as an example to the students, all Spartanburg School District Two web pages and/or school web pages shall conform to all laws. District staff will randomly monitor web pages and sites to ensure compliance. No district web page or school web page shall be approved that contains content or links that:

- Propagate any particular religious or political belief(s).
- Solicit for any business or commercial enterprise.
- Provide inaccurate information (as can be deemed inaccurate at the time of publication).
- Express opinions regarding board, district, or school policies.
- Express any politically biased information or solicitations, related to education or otherwise.
- Exhibit any racial, nationalistic, sexual, or ethnic bigotry.
- Exhibit any obscene or pornographic material.

- Provide hyperlinks to commercial or personal web sites or pages that do not directly and strictly serve the district and/or school missions and the educational needs of students in Spartanburg School District Two.
- Publish a student's or staff member's personal home address, telephone number, or personal web page address(es).
- Try to elicit politically motivated content in web forms except for the specific purposes of sanctioned educational activities.
- Provide hyperlinks to any web sites or pages related to any of the above-mentioned inappropriate activities.
- Publish any material that would conflict with the policies of Spartanburg School District Two.

III. Responsible Parties

A. District Web Site Webmaster/Manager Duties

To reduce duplication, error, and security concerns, the district web site will be maintained by at least one main webmaster and no more than three site managers (assistants). At least one of the web site managers will be a Technology Specialist staff member who will provide for the networking needs of the district and school web sites, including maintenance of all relevant information such as lists of passwords and webmaster/managers, school site information, etc., as needed. The webmaster/manager(s) will maintain the district site by performing the following duties:

- Provide guidelines for consistency throughout all district-wide and school web pages for identification of Spartanburg School District Two web pages.
- Supervise compliance of these guidelines by school webmaster/managers.
- Provide informal and random monitoring of all district, school, and teacher web pages for compliance of these web guidelines.
- Post current district information.
- Develop utilization of new web technologies that would provide a higher level of service related to the district's and schools' missions.
- Supervise workflow of all district-wide business conducted through the web site.
- Troubleshoot all district-wide web pages.
- Supervise troubleshooting for all school web pages.
- Purge/clear outdated pages as requested by district staff.
- Develop effective training for use of web technologies in cooperation with staff development directors.
- Publicize the district and school web sites in search engines and other educational Internet forums.

B. School Principal Duties

The principal's focus will be to supervise the educational content of the web site and pages. The duties listed focus on supervisory and philosophical leadership for the web site, mainly in directing the efforts of staff regarding the school's mission statement. The principal's duties are as follows:

- Provide a "Principal's Statement" for his/her school.
- Review, at least randomly and informally, pages on the school web site for compliance with these guidelines.
- Supervise his/her school's webmaster/managers.
- Approve/counsel/reject school web page content when in question.
- Act as liaison for the school with district staff regarding compliance issues.
- Supervise and assure compliance of these guidelines by teachers and students.
- Work with the district webmaster/manager in maintaining staff compliance with these guidelines.

C. School Web Site Manager Duties

Each school will initially have one webmaster/manager. A second manager will be added to aid the main webmaster/manager as feasible. Together, these managers will maintain their school site by performing the following duties:

- Report to the school's principal.
- Provide consistency for school identification on all school web pages.
- Post current school information as submitted by teachers and administrators.
- Aid staff in troubleshooting difficulties for all school-wide web pages.
- Provide practical guidance to the principal for web site page issues.
- Purge/clear outdated pages periodically as requested by the principal.
- Report any obvious copyright infringement to the principal before posting.

The web manager will **not** enforce compliance with these guidelines. His/her job is to organize and maintain the school's web site structure and to post pages submitted. The manager may need to edit content of a page to make it load properly. In these situations, the web manager has the right to edit as needed but should work in cooperation with the submitting staff member.

D. Instructional Staff Duties

Each instructional staff member is encouraged to provide and regularly update a web page for publication on the school web site. The web publication's relevance to teaching and guidance, however, must be the guiding principle. Instructional staff duties are as follows:

- Submit educationally relevant, accurate material that complies with these guidelines.
- Edit all content for grammar and spelling.
- Edit for errors and omissions relevant to the content/subject matter being posted.
- Edit for inaccuracies of any kind.
- Acquire proper permissions for any copied items such as graphics, text, or otherwise.
- Submit page content and related materials to school site webmaster/manager for publication in a timely manner.
- Ensure that all web pages do not contain links to any questionable material or anything that can be deemed in violation of Spartanburg School District Two's Internet Acceptable Use Policy. District staff will provide instructional staff with the easiest, most effective manner of creating web pages to minimize teacher time in creation and management of web pages and sites.