

**Lower Merion School District**

**ADMINISTRATIVE REGULATIONS**

No. 816  
Section: PROGRAMS  
Title: WEB CONTENT DEVELOPMENT AND HOSTING  
Date Adopted: 12/12/2012  
Date Last Revised: 5/20/24; 5/8/20; 4/11/14; 4/15/13; 2/8/13

**R816 WEB CONTENT DEVELOPMENT AND HOSTING**

Introduction

The Lower Merion School District maintains World Wide Web presence in order to provide information to the local community and the global community about curriculum, instruction, school-authorized activities, and other information related to our schools and the District. This Administrative Regulation regulates material posted on or linked from “Covered Websites” as defined below.

Definitions

“Covered Websites” means: (a) the District’s website (www.lmsd.org), (b) website domains hosted by the District, (c) website domains paid for by the District, (d) websites for which the District provides website administration services, (e) websites or web pages created by District employees to which students are directed or which students are required to access and (f) websites or web pages maintained by recognized booster clubs, parent organizations and similar District-affiliated entities with the authority of the School District.

“Responsible Individual” means the District employee designated by the Building Principal or the parent organization representative designated by the Director of School and Community Relations to be responsible for compliance with this regulation in connection with a particular Covered Website.

Guidelines

The Director of School and Community Relations will serve as the coordinator to oversee the use of the Covered Websites.

Since websites created by employees and parent organizations (including booster clubs) are subject to the sanctions set forth in this Regulation and its accompanying Policy, persons responsible for creating and maintaining these websites must ensure that these websites comply with the requirement of this Policy and Regulation. In conjunction with the Director of School and Community Relations, individual department directors and supervisors, school building principals, athletic and activities directors and/or their designee(s) will serve as the coordinators for the District’s web content and will approve department and building-level activities, ensure staff and students receive proper training in the use of the website and the requirements of this policy, maintain executed agreements, be responsible for interpreting the District’s Website Development and Hosting Policy at the building, department, and

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organization level, and will review websites in their buildings and departments for compliance with this policy.

A. Content

The District's Covered Websites will include content that is of a specific interest to students, parents and the community, including but not limited to curriculum information, school district data, School Board meeting information, school-related activity information, District events, District policies, and other information pertaining to the School Board and School District on the District's website. The District webmaster will assign the necessary account credentials and permissions for users to develop and maintain content. Only staff members will be issued account credentials and access privileges. Any employee that provides access to students or other third parties will be subject to disciplinary action as well as responsible for any actual content posted which violates this regulation.

Covered Websites must primarily serve the interests of the District students and community. Additionally, Covered Websites are also subject to the following content restrictions:

1. All material must relate to appropriate professional, non-profit, governmental or educational organizations. They must relate to the School District, the schools within the District, or the community.
2. Online Educational Resources and other online educational services shall be selected, vetted, and implemented in a way that protects the confidentiality of students' personally identifiable information to ensure student privacy and avoid promotional marketing directed to students.
3. Web page links may not include entities whose primary purpose is political advertising or endorsement of political candidates or parties.
4. Web page links may not convey District sponsorship or approval of commercial entities unless approved by the Director of School and Community relations or a designee.
5. Students, staff, and individuals may not post personal websites to the District's website, designated server(s) or storage provided by or through the District

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and may not provide access to their personal pages on other servers or online services.

6. Covered Websites must not contain or link to material that:
  - a. Is harmful or prejudicial to students; for example, materials which are libelous and obscene as defined by the law of the Commonwealth of Pennsylvania or the United States;
  - b. Constitutes bullying (including cyber-bullying) or otherwise fosters disruptiveness among the students so as to interfere with the learning environment of the school district;
  - c. Threatens immediate harm to the welfare of the school community or any individual;
  - d. Discriminates against any segment of the student body or interferes with another's individual rights;
  - e. Encourages, abets or permits unlawful activity, including the violation of copyright laws;
  - f. Violates the separation of church and state;
  - g. Is pornographic;
  - h. Can intentionally cause damage to hardware, software or data;
  - i. Can gain or attempt to gain access to restricted material or systems;
  - j. Promotes or permits gambling; or
  - k. Otherwise violates school rules or District policies.
7. Covered Websites must not contain or link to personally identifiable information of students or images, video or audio of identifiable students, except in accordance with the provisions of the District's annual FERPA notice. The Responsible Individual is required to verify with the respective building principal(s) that the parents/guardians of the students whose images or

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information is sought to be published or linked (a) have not opted out of the FERPA directory information designation and (b) have not objected to the use of the students' photographic images.

8. Section A.5.k shall not be deemed to prohibit references to authorized small games of chance conducted by eligible non-profit organizations in accordance with the Pennsylvania Local Option Small Games of Chance Act, provided that such materials otherwise comply with the remainder of this Administrative Regulation and all other applicable Board policies and are not directed to students.

Concerns regarding content should be directed to Director of School and Community Relations.

**B. Quality**

1. All Web pages must be timely, accurate, accessible and well presented; this includes being free of spelling and grammatical errors. All content published on the Web site must meet standards of spelling, grammar, adequate research, or other qualitative measures.
2. Documents may not contain any obvious or hidden inappropriate material or link to such inappropriate material. Inappropriate material is any material (visual, graphic, text and any other form) that is profane, obscene (pornography or child pornography), sexually explicit, threatening, terrorist, harassing or otherwise unlawful or that advocates illegal acts, violence or discrimination (as it pertains to race, color, religion, national origin, gender, marital status, age, sexual orientation, political beliefs, receipt of financial aid, or disability) towards people or property.
3. Concerns regarding Covered Website quality must be brought to the attention of Director of School and Community Relations.

**C. Disclaimer**

The Web site must state: *External links will let you leave the Lower Merion School District website. Linked sites are not under the control of the Lower Merion School District. The District is not responsible for the content or accuracy of any linked site, or any link contained in a linked site, or any changes or updates to such sites. The School District is*

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*providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement of the site by the Lower Merion School District.*

**D. Security**

The Director of Information Systems or designee shall ensure that the District’s website and any Covered Websites hosted by the District are reasonably secure and take any necessary measures to continue or require such security.

**E. Review**

Only the Director of School and Community Relations and his or her designee has the authority to post or modify material on the District’s website, including links to other websites.

1. Before any link to a non District Covered website is placed on the District’s website, before the District hosts a website, before the District will perform website administration services and before the district will pay for any domain:
  - a. the Director of School and Community Relations or designee will review the website or proposed website and confirm that it complies with the requirements of Policy 816 and this Administrative Regulation; and
  - b. the Director of Information Systems or designee will provide the individual responsible for the website with a copy of Policy 816 and this Administrative Regulation and obtain a signed User Agreement from the Responsible Individual.
2. At least annually and upon request, the Director of School and Community Relations, individual department directors and supervisors, school building principals, and/or their designees will review Covered Websites to confirm continued compliance with Policy 816 and this Administrative Regulation.
3. If material on a Covered Website is found to be in violation of Policy 816 or this Administrative Regulation, then the Director of Information Systems or designee will maintain a record of the violation and:

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- a. in the case of a website with a link on the District’s website, remove the link from the District’s website and inform the Responsible Individual and Supervisor/Moderator, if applicable, of the removal and the reason for the removal;
- b. in the case of material hosted by the District, deactivate the website so that it cannot be generally accessed and inform the Responsible Individual and Supervisor/Moderator, if applicable, of the removal and the reason for the removal;
- c. in the case of websites for which the District pays for the domain, ensure that payments for the domain are stopped and take reasonable steps to ensure that the website cannot be generally accessed and inform the Responsible Individual and Supervisor/Moderator, if applicable, of these actions and the reason for the actions;
- d. in the case of websites for which the District provides website administration services, ensure that the District no longer provides any administration services, take reasonable steps to ensure that the website cannot be generally accessed and inform the Responsible Individual and Supervisor/Moderator, if applicable, of these actions and the reason for the actions; and
- e. in the case of websites created by District employees as part of the educational program to which students are directed or required to access, ensure that the website or webpage is rendered inaccessible from LMSD-Net until offending material is removed and inform the Responsible Individual and Supervisor/Moderator, if applicable, of these actions and the reason for the actions.

#### F. Sanctions

While the district is limited in its ability to systematically monitor Covered Websites and therefore cannot guarantee the content of Covered Websites, the District will investigate complaints regarding Covered Websites and reserves the right to police and monitor Covered Websites whether result of complaint or for any other reason within District’s discretion. The District encourages users of such websites to report abuses to the Director of Information Systems. Additionally, the District will annually review a random sampling of Covered Websites to review compliance issues.

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Based upon the circumstances of each case, including, but not limited to, the nature of the offense, the severity of the offense, whether the offense was intentional, reckless or negligent and other relevant factors, the Director of Information Systems or designee may continue any removal or deactivation for as long as deemed appropriate, including permanently, if appropriate and, if applicable and appropriate, require repayment of any fees paid by the District for website administration services or domain names.

If violations are committed by students, then they may be subject to discipline, including, but not necessarily limited to, detention, suspension and, if appropriate, expulsion.

If violations are committed by employees, then they may be subject to discipline as appropriate.

If violations constitute criminal acts, then the matter may be referred to the appropriate law enforcement authority.

**Cross references:**

- LMSD Policy & Administrative Regulation 108 *Adoption of Curriculum Materials*
- LMSD Policy & Administrative Regulation 134 *District-Provided Technology Resources: Student Use, Rights and Responsibilities*
- LMSD Policy & Administrative Regulation 235 *Student Rights and Responsibilities*
- LMSD Policy & Administrative Regulation 814 *Copyrighted Material*