

G-29: Administrative Procedures Websites, Social Media, and Communications



REFERENCES

- [Board Policy G-29: Websites, Social Media, and Communications Style Guide & Graphic Standards](#)
- [Accessibility of State and Local Government Websites to People with Disabilities](#)
- [Board Policy I-7: Curriculum and Instructional Materials](#)
- [Board Policy I-18: Acceptable Student Use of Internet, Computers, and Network Resources](#)
- [Board Policy P-8: Acceptable Employee Use of Internet, Computers, and Network Resources](#)
- [Board Policy S-2: Student Records, Privacy Rights, and Release of Information](#)

PROCEDURES FOR IMPLEMENTATION

I. Publishing to School or District Websites

- A. Only district web managers, department web editors, school principals, school library technology teachers (LTT), licensed teachers, or another staff member designated by a school principal may publish to a school or district website.
 - 1. All webpage managers (district, school, department, etc.) must be district employees.
 - 2. Any student webpage or work must be sponsored by one of the above, and that individual will be responsible for the content. Any webpage authored by school district community members, volunteers, or other staff, which is published on school or district servers must also be sponsored by the appropriately authorized personnel.
- B. The information technology (IT) department is responsible for managing the technological aspects of the district's website and providing training and support to district departments, department web editors, school administrators, and LTTs.
- C. The communications and community relations department will oversee content for the district's website homepage, newsletter, and social media accounts.
- D. Department administrators are responsible for approving the content of their department webpages.
- E. Principals are responsible for the content of all pages sponsored by the school.
- F. LTTs work under the direction of the school principal to create and maintain school sponsored pages.
 - 1. It is the LTTs' responsibility to:
 - a. keep information current;
 - b. provide a consistent format for all pages published by the school;
 - c. ensure that all content meets district style guidelines as found in the district style guide;
 - d. assist teacher publishers with support; and
 - e. verify that all links are current and meet the standards of the board's internet use policies, I-18 and P-8.
 - 2. If the LTT is unable to maintain the website, the LTT's supervisor has the responsibility to assign website maintenance duties to another individual.
- G. Teachers are responsible for the content of any webpages they create and for ensuring compliance with these guidelines and procedures. These responsibilities include editing all content for grammar, spelling, and inaccuracies; checking for broken links; following district style guidelines; acquiring proper permission for any copied or copyrighted materials to be used; and verifying that the pages do not contain any material prohibited by board policies: I-18: Acceptable Student Use of Internet, Computers, and Network Resources; P-8: Acceptable Employee Use of Internet, Computers, and Network Resources; and S-2: Student Records, Privacy Rights, and Release of Information.

II. School and District Websites; Teacher Pages

- A. The district homepage will be the default webpage for all district computers.
- B. All licensed educators are required to maintain an up-to-date page on the district's learning management system for each course they teach. At minimum, this page must include:
 - 1. Home page with a brief course description or introduction; clear instructions for students (e.g., where to begin) and quick and easy navigation to current content;
 - 2. Disclosure document and key learning information such as goals, learning objectives and/or standards as well as course materials, supplemental textbooks, resource materials, and reading lists;

3. Class expectations, such as participation rules, etiquette expectations, code of conduct; grading policies, late work and make-up work options; and technology requirements; and
 4. Teacher's contact information, professional identification photograph, biography or welcome message, office hours, communication preferences, and typical response time.
- C. Any licensed district teacher may create curriculum webpages that support Utah's Core Standards. Teachers must receive approval for any such pages from the school's LTT and principal prior to activating any such webpage.
 - D. Every school is required to have a website that is developed and maintained in a way that communicates a professional image of the school and the district, and all pages must be identified as part of the district. School websites will follow a similar layout for menus and other items required by the district approved template.
 - E. The language used on school and district websites must be grammatically correct, free of spelling errors, professional, and appropriate.
 - F. Websites will be monitored frequently by the IT department, local school principals, and department supervisors for appropriateness, accuracy, and legal compliance.
 - G. Contributors to all websites (school, district, department, etc.) will monitor on a weekly basis their content in order to remove outdated information and to ensure that school, district, and department websites remain useful tools for district families and the general public.
 - H. School and district officials are responsible to verify or obtain parent permission prior to publishing student information on school and district websites, in accordance with Board Policy S-2: Student Records, Privacy Rights, and Release of Information, and its accompanying administrative procedures.
 - I. Personal contact information about students, teachers, and staff members must not be published on school or district websites. This includes home addresses, personal phone numbers, personal email addresses, or any other personal information that could be used by unauthorized persons to identify or make personal contact with students, teachers, or staff members.
 - J. Student work may be published online if only the student's first name is used to identify the work. These procedures do not apply to student information systems where information about student's attendance, grades, and assignments is accessible using login and password protected information.
 - K. All advertisements are prohibited on school and district sponsored websites without the prior approval of the superintendent.
 - L. All webpage sponsors are responsible to comply with applicable copyright and intellectual property laws. What might qualify as fair use in a classroom may not meet the test of fair use when published on a webpage which has worldwide accessibility. (See, I-22: Administrative Procedures, Use of Copyrighted Materials, for more information.)
 - M. All school and district websites must be accessible to people with disabilities in accordance with state and federal law. (See, Board Policy G-13: Website Accessibility, and its accompanying administrative procedures.)
 - N. All school and district websites should include software that tracks the webpage traffic and usage.

III. Required and Recommended Content

- A. All school websites should include translations when available and appropriate.
- B. All school websites will include the following items and information:
 1. a link to the district website;
 2. a link to the district web-based email server;
 3. a link to PowerSchool;
 4. a link to the Lunch Menu;
 5. a contact page that includes school address and contact information as well as a web form where the user may send correspondence to the school;
 6. a faculty, directory, organized by grade level or department;
 7. an administration and staff directory;
 8. a contact page for each administrator and faculty member that includes name, position, professional identification photo, and an online contact form;
 9. faculty disclosure documents, located on each faculty member's school webpage;
 10. frequently used school schedules, including regular bell schedules, early out, and late start schedules;
 11. current and accurate school calendars, including assessment testing dates;
 12. Title I information, for applicable schools;
 13. maps and transportation information;
 14. a copy of the rules of order and procedure adopted by the School Community Council (SCC);
 15. a summary of parental expectations and notification procedures related to the school's parent and student reunification plan; and
 16. the most current Parent Compact (for applicable schools).

- C. By October 20th of each year, the following information must be posted on each school's website:
 - 1. An invitation to a parent to serve on the SCC;
 - 2. The dollar amount the school receives each year from the School LAND Trust Program;
 - 3. A copy of or link to the school's current Teacher and Student Success Plan;
 - 4. Approved minutes of the SCC meetings for at least a year;
 - 5. A proposed SCC meeting schedule for the year;
 - 6. A means to contact the members of the SCC directly;
 - 7. A copy of or link to the school's LAND Trust Plan or final report for the most recent two years; and
 - 8. A copy of or link to the school's current year LAND Trust Plan
- D. At least one week prior to a SCC meeting, the following information must be posted on each school's website:
 - 1. a notice of the meeting, including its time and location;
 - 2. an agenda for the meeting; and
 - 3. the minutes of the previous meeting.
- E. It is recommended that all school websites contain the following information:
 - 1. a principal's message;
 - 2. a frequently updated posting of current news and events, preferably located on the website homepage;
 - 3. school newsletters (should also be distributed via email and/or direct mail); and
 - 4. PTA agendas and meeting minutes.
- F. All faculty and/or staff websites hosted on weebly, myUEN, or other district approved website providers, will include the following items and information:
 - 1. a link and/or logo identifying the school and district where the faculty and/or staff member is currently assigned; and
 - 2. information necessary to contact the person responsible for page content.

IV. Outside Website Hosting

- A. With the exception of individual teacher websites and high school athletic websites hosted on Weebly, myUEN, or other district approved website providers, schools and departments should not use outside hosting services or internet service providers to host websites for schools, school or district programs, or other official school or district services.
- B. Current school and district websites maintained outside of the district network should be moved inside the district network. For help moving an outside website inside the district network, please contact the district's IT department at 801.578.8308.
- C. While that move is taking place, any outside website maintained by a district employee and representing an official school or district program or service must contain the following disclaimer:

"This site is not recognized as being affiliated with the Salt Lake City School District. The content of this website is not sanctioned by the district, and, as a result, the district is not liable for its content."

V. Social Media

- A. The district, its schools, and classroom teachers are encouraged to use official district and school social media accounts to communicate with students, parents, and the community.
- B. Each school or district department must receive approval from the communications and community relations department prior to establishing any official social media accounts.
 - 1. The communications and community relations department must be provided with administrator access to all district-affiliated social media accounts.
 - 2. The district and its schools do not endorse social media sites created and maintained by students, parents, or individual district employees. Such sites should not use the name or logo of the district, its schools, its departments or programs, or in any way indicate approval or endorsement of the site by the district or its schools.
 - 3. Employees who choose to create social media accounts or pages for classroom or instructional use must adhere to the same guidelines applicable to all school/district social media accounts, including use of student photos.
- C. While social media is a great communications tool, it does not mean other avenues of communication should be ignored.
 - 1. School and department websites are still the best online location to post information for parents, students, community members, and fellow employees.
 - 2. Avoid creating multiple social media sites for one location. Having multiple Facebook pages or Twitter accounts for one school can lead to confusion.

3. Teachers with announcements that pertain only to their class/classrooms may post that information on their classroom social media accounts, if relevant. If the information relates to more than one class/classroom, it should be posted on the school's social media site.

VI. Personal Social Media/Online Presence

- A. An employee who participates in social media sites or maintains an online web presence for personal purposes may not:
 1. claim to represent the district, or any of its schools or departments;
 2. use any district or school logo to imply the employee represents the district or its schools or departments in an official capacity;
 3. post protected or confidential information;
 4. communicate with students via personal email, personal websites, or personal social media accounts; or
 5. communicate about district/school business using their personal email, social media, website, or other personal accounts.
- B. Employees must follow all state and federal laws, board policies, and district administrative procedures with regard to posting student photos and student information online, whether on school/district accounts or personal accounts.