

Instruction

Administrative Procedure 2 – Use of Technology – Websites

This administrative procedure implements District Policy 6:235, *Use of Technology*, and incorporates by reference all definitions in and terms of that policy. These procedures provide some specific guidelines regarding use of both “Internal” and “External” websites which are defined as:

- **Internal Sites:** Any networked or online District resource that allows publishing of content in any format that is accessible to students, staff, or the public where accounts and access are created and maintained by the District technology department (for example: _____ and _____).
- **External Sites:** Any online District resource (including social networks) that allows publishing of content in any format that is accessible to students, staff, or the public where accounts and access **are not** created and maintained by the District technology department (for example: _____ and _____).

The term “Sites” in this administrative procedure refers to both Internal and External Sites and any site created by an employee, volunteer, or student that identifies the content author or contributor as an employee, volunteer, or student associated with the District, as well as any site that links back to any Internal site.

Teachers, administrators, coaches, activity sponsors, and students are authorized to create, publish, and collaborate on Sites related to educational, professional, and other purposes that further the District’s interests. This is a limited authorization and does not create a limited public forum. Moreover, content published in this manner is subject to the same rules and regulations as all other District Technology activity, including the limitations on user rights.

Risks

The District cannot guarantee that the content of Sites will be error-free or completely dependable. While the District will strive to ensure that Sites created by District employees, volunteers, and students are accurate and appropriate, the District is not liable or responsible for: (1) any information that may be lost, damaged, or unavailable due to technical or other difficulties; (2) the accuracy of information on Sites; (3) breaches of confidentiality; or (4) the unauthorized use of or access to District Sites.

Subject Matter

All subject matter on Sites must relate to curriculum, instruction, school-related activities, or general information relating to the school district and its schools. Professional pages (which might include academic qualifications, credentials, and related items) are allowed and strongly encouraged. Personal Sites (those containing personal information not directly related to academics) are prohibited.

Documents may not contain objectionable material or provide links to objectionable material. “Objectionable” means offensive, obscene, abusive, profane, pornographic, lewd, vulgar, threatening, racially or sexually offensive, harassing, inflammatory, or defamatory, and is defined in the discretion of the District administration.

Quality

Anything posted on a Site must be free of spelling and grammatical errors. Time-specific material must be kept up to date. All content appearing out of date (30 days or more past an event or timeline at the longest) may be removed from the Web by the Director of Technology without prior notice or consent.

Ownership

All Internal Sites are the property of the District. All External Sites created and used on District time, using District Technology, and/or for work-related purposes may be considered “work for hire.” Ownership of physical and virtual products so created must be surrendered by the creator of the work to a building or District administrator upon request, including any online material created to be used with students for instructional or co-curricular purposes.

Student Protections

- Students must be identified only by first name or initials on all Sites. No other personally identifiable information will be published. Student phone numbers and home addresses shall never be published.
- Students or parents may select not to have their image (video or still) in District publications and Sites by updating the Image Release Form.

Copyright

Electronic transmissions and posting materials on the Web are forms of copying. Users may not produce, transmit, or post unlawful copies of copyrighted materials via District Technology. Site creators and contributors will only post material that, to the best of their knowledge, is not copyrighted or trademarked, or, for material that is copyrighted or trademarked, post only with the permission of the copyright or trademark holder and include documentation verifying the granting of permission. Users should not use photographs, drawings, video clips, sound clips, or other media on a Site without permission of the person who owns the rights to them.

All links that take users to websites outside District 212 pages should be identified as not being part of the District’s site.

Use of Sites

The following guidelines and procedures must be followed by employees, volunteers, and students when using or authoring any Site:

- All Sites must adhere to all laws and District policies.
- Sites created by or collaborated on by employees, volunteers, or students that violate the law, are inconsistent with the District 212 mission statement, disrupt the educational process, interfere with an employee’s performance or work responsibility, are not in accord with this policy, or that damage the integrity of the District are prohibited. Such Sites will be removed upon request of the administration and may result in disciplinary action.
- Nothing will be posted on a Site that is discriminatory, confidential, threatening, libelous, disparaging, obscene, indecent, or makes slanderous comments about the District, its employees, students, or parents. Employees, volunteers, and students are personally liable for their own commentary.
- Any Site that is found to interfere with the educational process or work performance, result in unproductive use of time, violate any District policy, or be unlawful may be blocked using the District’s content filter.
- Failure to follow these guidelines and procedures may result in the loss of authoring and contributing privileges or other more severe disciplinary measures including student suspension or expulsion, employee termination, or legal action.

Best Practices for Using Sites

The following should be practiced and modeled by staff and are expected of students when publishing to Sites:

- Review District policies.

- Develop and test all Sites prior to using or assigning them.
- To the best of your ability, ensure usability for all visitors and participants and check that the content reflects yourself and the District.

External Web Content and Social Networking Sites

Many External Sites may be appropriate for instructional and work related purposes. The following points must be followed when working with external Sites:

- All laws and District policies must be followed.
- An employee, volunteer, or student that posts, creates, collaborates on, or modifies content on external Sites must:
 - Register with a District email address.
 - Provide access to these Sites to an administrator immediately upon request.
 - Be aware that the District may monitor these Sites and that the content on these Sites is still subject to FOIA and legal discovery.
- Teachers that require the use of external Sites in their courses must reference the Sites on their syllabi.
- Direct communication between staff and students or parents may not take place through any external Site unless the communication is automatically and completely copied to the District email system.
- Employees, volunteers, and students that use external Sites take full responsibility and liability for anything they post and will fully accept any repercussions from unacceptable use.