Houston County Board of Education

Monitoring:	Descriptor Term:	Descriptor Code:	Issued Date:
Review: Annually, in November	**School and System Websites**	**4.407**	**12/09/24**
		Rescinds:	Issued:

CONTENT STANDARDS

The Board authorizes the creation of school and/or district web pages on the internet. Only those web pages maintained in accordance with board policy and established procedures shall be recognized as official representations of the district or individual schools. All information on a school or district web page must accurately reflect the mission, goals, policies, program, and activities of the school and district. The web page must have a purpose that falls within at least one (1) of three (3) categories:

1. Support of curriculum and instruction - intended to provide links to internet resources for students, parent(s)/guardian(s), and staff in the district;

2. Public information - intended to communicate information about the schools and district to students, staff, parent(s)/guardian(s), community, and the world at large; and

3. District technology support - intended to provide and respond to instructional and administrative technology needs of students and staff.

All material on a school website shall be either original to the school, in the public domain, or posted with the express permission of its rightful owner. This includes, but is not limited to, text, graphics, pictures, video, sounds, music, characters, logos, and trademarks. Web page publications shall follow all applicable copyright laws and guidelines.

Websites developed under contract for the school district or within the scope of employment by district employees are the property of the school district.

PRIVACY STANDARDS[1]

1. Because internet publications are available to the entire world, special care shall be taken to protect the privacy of students and staff. Web pages may not include personal identifying information regarding a student[1] such as: telephone numbers, addresses, names of other family members, names of friends, email addresses, specific location of a student at any given time, grades, or any other academic information. No confidential information shall be published on or linked to the web site.

2. Student work may be published on web pages only with written consent of the student's parent(s)/ guardian(s) or the eligible student before each incident of publication. The authoring student shall also sign a copyright consent form.

3. Links to student email accounts are prohibited.

4. Pictures of students may be included only under the following conditions:

    a. Individual student pictures may be published on the web site only with written consent of the student's parent(s)/guardian(s) or eligible student.

    b. Pictures of groups of students involved in a school-related activity may be published without consent; however, the students shall only be identified by the group name.

    c. Students shall not be individually identified in pictures unless there is a special reason for doing so, such as recognition for receiving an award. In such cases, the student's parent(s)/guardian(s) or eligible student must give written consent.

ADVERTISING/SPONSORSHIPS

Any use of advertising or sponsorships that appears on a school web site must be approved by the school web administrator, the principal, or the Director of Schools/designee. Guidelines for approval shall be established by the Director of Schools/designee and must be consistent with the Board's policies and guidelines used in other school and district publications.

ADMINISTRATIVE PROCEDURES

The Director of Schools shall develop administrative procedures for development of web pages including content, quality, and consistency standards and shall designate an individual(s) to be responsible for maintaining the official district web page and monitoring all district web page activity. A building principal shall make such designation for an individual school. Schools or departments who wish to publish a web page must identify the webmaster's name, email address, and phone number on the web page.

CONCERNS/COMPLAINTS

The building principal or Director of Schools, respectively, is ultimately responsible for accuracy and appropriateness of the information made available on the web site. Concern about the content of any page(s) created by students or staff should be directed to the building principal or the Director of Schools' office when related to the district website. If the concern is not resolved, persons who wish to file a formal complaint shall submit a written request for reconsideration of instructional material.

Legal References

1. 20 USCA § 1232g (a)(5)(A)-(B); *Elementary & Secondary Education* (20 USCA § 7908) Sec. 9528

Cross References

Use of Copyrighted Materials 4.404
Use of the Internet 4.406
Controversial Materials 4.801
Student Publications 6.704