

Websites and Social Media**Applicability**

This section applies to all students and employees of the District who establish and/or operate Internet publications and/or social media websites (“websites”) for educational, extra-curricular, or other purposes related to District business, and any other individual operating or attempting to operate a website suggesting approval by or official affiliation with the District.

Official District Websites

Only the Superintendent or designee may operate or approve for operation by District employees official websites on behalf of the District, including the District’s website, blogs, and social media accounts. No third-party website may suggest that it is an official District website without the express written authorization from the Superintendent or designee. No website shall be operated using the District’s logos or other marks in a manner suggesting approval by or official affiliation with the District without express written authorization from the Superintendent or designee.

Any District social media accounts used to conduct District business must be created using the employee’s District-issued email account, and the employee must provide access or surrender the account to building administration upon request. Social media tools not provided by the District should not be used to conduct District business when communicating with individual members of the District community, unless copies of the conversation are recorded or archived in the District email system.

Other Websites

Employees and students who wish to establish websites for educational, extra-curricular, or other purposes related to District business, including websites for departments, student courses, field trips, fundraisers, and clubs and teams, must obtain prior written authorization from the Superintendent or designee. No students shall be authorized to establish or operate a website by the District unless an employee of the District agrees to supervise the website.

Monitoring Responsibilities

Employees assigned to operate the District’s official websites, employees or students who are authorized to operate websites for educational, extra-curricular, or other purposes related to District business, and employees who supervise students operating authorized websites are responsible for maintaining and monitoring those websites.

Confidentiality, Privacy, and Non Discrimination

All District official websites and websites operated by students and/or employees for educational, extra-curricular, or other purposes related to District business shall comply with

relevant confidentiality and privacy policies and laws, including laws governing educational or student records, and non-discrimination policies and laws. No personally identifying student information shall be posted on such websites unless written authorization has been obtained from the student's parent/guardian. Employees operating District official websites and websites operated by students and/or employees for educational, extra-curricular, or other purposes related to District business have no expectation of privacy in materials contained on those websites.

Links to Outside Websites and User Contents

Each website operated on behalf of the District or by students and/or employees for educational, extra-curricular, or other purposes related to District business must state clearly that is it not an open or limited open forum for public use. The District does not intend to create an open forum or a limited open forum over which no control of user content may be exercised.

Employees assigned to operate the District's official websites, employees or students who are authorized to operate websites for educational, extra-curricular, or other purposes related to District business, and employees who supervise students operating authorized websites shall only link to outside websites and allow comments that conform with the publicly stated purpose of the website. The website shall state that links to outside websites and comments from third parties do not constitute an endorsement by the District of the opinions, products, or services presented on any website linked to or listed on a website that is linked to, or of any comment.

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