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Florence 1 Schools Web Publishing Guidelines

The purpose of the Florence 1 Schools district and school websites is to provide information about our District's mission, curriculum, instruction, and school-authorized activities. The district web address is https://www.f1s.org. All information posted to these websites must comply with Florence 1 Schools policies and the district Acceptable Use Policy.

District and School sites must comply with the following guidelines. Failure to do so will result in loss of authoring privileges and/or disciplinary measures.

Each school principal is responsible for selecting the school's website team and for determining how the school will make available Media Information Release Forms data for internet publication (this information can be exported from the PowerSchool online registration portal.) Each school's principal or designee will serve as the contact person for information about the website, assistance with developing and adding content. It is the responsibility of the school web team to check the school pages for accuracy and to keep the information up-to-date. The principal must be knowledgeable of the content of school webpages, verifying the information is appropriate and accurate. School pages must be created with Finalsite in conjunction with F1S Google Apps for Education. Staff cannot create school or classroom webpages using outside web hosting resources. School webpages must be created and monitored by school/district staff; students cannot author or manage any school and/or classroom webpages or any social media pages for the school or district.

Web Page Guidelines

Educational Value - All published material must have educational value and/or support the district guidelines, goals and policies.

Publishing Agreement - Only materials authorized by the principal or his/her designee will be published on District internet/Intranet servers.

Privacy - No student's personal information (class schedule, home address, phone number, Email address, etc.) appears on any school-related page. (See more info under Student Information)

Copyright Laws – All copyright laws must be adhered to. If you have questions, contact the principal, the web team, the media specialist, the Director of Technology, or the District Webmaster.

Web Publishing Guidelines – The Chief Technology Officer, the District Webmaster, and school principals should regularly visit school and teacher websites to monitor appropriateness, quality and educational value. The Chief Technology Officer and District Webmaster reserve the right to audit and/or adjust materials and/or information published on the district, school and classroom websites.

Active Links – If the site/page contains links to sites outside of Florence 1 Schools, ALL links should be checked regularly to ensure the appropriateness of the content. All links from school and district web pages should be to sites that are educational, curriculum-related, and appropriate for young people. Web page links must not be to sites that contain obscene or inappropriate subject matter or sites whose primary purpose is commercial or political advertising or which point directly or indirectly to objectionable material. The District reserves the right to remove pages that violate District policies.

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Virtual Meetings --There should be no advertisement of links for live virtual meetings on platforms such as Zoom or Google Meets.

Advertisements - No advertisements should be posted on district web pages without prior approval from the Superintendent. Exceptions would be news stories with positive highlights of the district or schools.

Student Information - Student's names, pictures, and original work may be on a school website under the following conditions:

- A permission form is signed by the student AND his/her parent or guardian AND is on file in a designated location at each school.
- Students are identified according to the permission allowed by the parent or guardian on the Media Information Release Form.
- No student's personal information (class schedule, home address, phone number, e-mail address, etc.) appears on any school-related page.
- Original student work may be published according to the permission allowed by the parent or guardian on the Media Information Release Form. For each work published, the student must sign a statement certifying its originality and that statement must be kept on file in the school.
- Formal group pictures of school-sponsored teams, classrooms and/or school organizations may be posted on a school web page if no student names accompany the picture as long as a signed Media Information Release Form is on file. Informal group pictures are not allowed without a signed Media Information Release Form.
- Rosters of school-sponsored teams or school organizations that list the students' complete names may be posted on the school web page without signed parental permission if no students' pictures are posted with the roster and no identifying information accompanies the picture (jersey number, position, office, etc.).
- Photographs may be published without an identifying name as long as a permission form has been signed by both the student and the parent/guardian.
- Student full names may be published (without photographs) for school/district awards and recognitions for school or district-sponsored activities, academics, and athletics as long as a permission form has been signed by both the student and the parent/guardian.

Content Guidelines – The content of employee web pages must directly relate to the employee's job assignment. Content related to instruction and/or school or district-sponsored activities: must be appropriate for the intended audience.

- Staff biographical info must be brief and limited to information parents need to know, and must not include links to personal websites or to businesses, organizations, or other affiliations not directly associated with F1S. Professional background, degrees, etc may be included. One or two images may be published provided they are professional. No personal information or pictures other than the staff member may appear on the page.
- All staff webpages MUST be created using Finalsite in conjunction with F1S Google Apps for Education. Staff cannot create web pages using outside web hosting resources.
- Staff must verify ALL links included in their websites for developmental appropriateness and relevance to curriculum.
- Content should be free of spelling and grammatical errors.
- Information should be accurate and current.
- School and classroom websites should include a district email address for the person responsible for the site.

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- All district, school and department webpages are developed using a Finalsite template that is in compliance with the Americans with Disabilities Act (ADA) standards.
  - ADA.gov - Information and Technical Assistance on the American with Disabilities Act
  - WebAIM - Resources
  - WCAG Checklist
- District and school employees managing and adding content to web pages will participate in accessibility training and adhere to compliance guidelines. SCDE provides digital accessibility training through their virtual platform Access Academy.

Legal Guidelines

- Staff must comply with US copyright laws.
- All content and graphics that are used in compliance with copyright laws must be properly credited on the web page using Creative Commons Creative Commons License and Examples
- The failure of a website to display a copyright notice should not be interpreted as permission to copy content and/or graphics for free. Written permission from the original producer must be granted. Quotes, references and sources should be cited.
- Teachers should make every effort to verify that student work has not been plagiarized.