

Community Relations -- Communication with the Public - Media

District and School Web Sites

A. General Guidelines

1. The presence of District and school websites that are properly developed and maintained have a positive effect on teaching and learning, and provide an information service to the community.
2. Any posting on the District's website or on any pages by schools, departments or programs linked to the District website is a privilege, not a right.
3. Information posted on a District or school web page must provide an accurate and positive view of the District, schools, staff, students and programs.
4. Materials posted to any web page must conform to District policies and regulations and applicable state and federal laws.
5. Materials posted to any web page must conform to the requirements and limitations contained in the District's Acceptable Use Agreement.
6. The Office of Public Information/Administrative Services serves as the webmaster for the District's site and all information and images, including directories, programs, departments and schools, and is responsible for the prior and ongoing approval of all content.
7. The Principal or staff designee serves as the webmaster for any websites and/or homepages created by schools or school groups connected to the District's website by hypertext link, and is responsible for the prior and ongoing approval of all content.
8. The webmasters of Public Information and Principal or staff designee reserve the right to review any materials contained on pages related to their areas of responsibility and to request the removal of inappropriate information and/or images, including material restricted for publication by the District. Failure to comply with the webmasters will result in the discontinuance of links to the District's website and, as necessary, disciplinary action as outlined in the District's Acceptable Use Agreement.

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B. General Content Guidelines

Content guidelines are intended to provide guidance as to what information and/or images are appropriate for posting on webpages related to the District. For reasons of student safety and security, legal, professional and ethical obligations, it is necessary to restrict certain information and images on these pages.

The District reserves the right to review any prior, ongoing or proposed materials for posting and to reject any which do not conform to these guidelines.

All materials submitted to the webmaster for posting to any webpage must conform to the requirements and limitations contained in the District Acceptable Use Agreement, District student conduct policies, Board rules and policies, and applicable state and federal laws.

1. Any website created and/or maintained with equipment provided by the District and/or using District facilities or associated with the District shall follow District Policies and Administrative Regulations.
2. All District Policies and Administrative Regulations concerning defamation, obscenity, plagiarism or other restrictions related to the appropriate use of language in any District or school publication shall apply to the content of any page on the District's website or any sites or pages linked to the District's website.
3. All school, classroom or student webpages or updates to these pages must be approved by the classroom teacher connected to the project(s) and by the principal or staff designee.
4. Any material which appears to violate the provisions of the District's Acceptable Use Agreement, District Policies, Administrative Regulations or any other guidelines shall be referred to the principal or the appropriate administrator for review. The principal and/or administrator reserves the right to evaluate material and order that material be removed and/or restricted from posting.
5. All submissions and updates to the District site must be approved, prior to posting, by the Office of Public Information /Administrative Services. Exceptions must be approved by the Superintendent or designee.

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6. All website pages must be maintained with current information. New material is added, as needed, while old material not intended as a long-term resource is removed. Such postings as calendars, meeting notices and schedules must be reviewed regularly to ensure that users of the website receive accurate and timely information.

C. Specific Design Guidelines

The District encourages schools to adopt the following accessibility standards. The standards have two purposes: The standards allow visitors who utilize assistive technologies to access the same level of information as the general public. The standards will also help produce more useful, informative and functional school websites.

1. Design for efficiency not for visual effect.
 - a. Limit graphics, and use easy to read fonts and page layouts.
 - b. Avoid flying text, moving objects, and any other annoying effects that distracts from easily browsing a webpage.
 - c. Eliminate backgrounds or use low resolution backgrounds.
 - d. Avoid using hard to read text color such as red on black or yellow.
 - e. Use logical presentation/writing patterns for grouping information clearly.
 - f. Keep important information prominent and clear.
 - g. Keep it simple.
2. Include all necessary school contact and location information up front.
 - a. Provide full school name, address, telephone number (include area code) fax number and school email address on home page.
 - b. Provide accurate and up to date directions to the school
 - c. Provide list of school administrators, counselors, nurse and other critical staff.
 - d. Include a link to the GUSD website.
3. Include useful information that most parents will want to know
 - a. School calendars
 - b. Any dress code standards
 - c. Up-to-date lunch menus
 - d. Teacher contact information
 - e. Grade and behavior standards
 - f. Student/Parent Handbook

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4. Suggested Content Additions
 - a. Event information- music, sports, theater
 - b. After-school activities information such as clubs and tutoring
 - c. Library hours
 - d. School awards
 - e. School history

D. Specific Content Restrictions

The following web page content restrictions govern any pages contained in or linked to the District website.

1. The full name of any elementary and middle school (K-8) pupil in the District may be posted only with the written permission of a custodial parent or guardian.
2. An identifiable photograph or image of an elementary and middle school (K-8) student may be posted only with the written permission of the custodial parent or guardian.
3. A photograph or image of an elementary and middle school (K-8) student identified by his or her full name may not be posted under any circumstances.
4. Full names and/or images of high school (9-12) students may be posted but must have the written permission of a custodial parent or guardian.
5. Postings and links to websites that include the harassment of any person or group on the basis of race, gender, national origin, religion or sexual orientation are prohibited. This includes but is not limited to: defamatory remarks, offensive jokes, stories or words. Exception: Student newspapers may publish quotes from individuals that contain such remarks only in the course of a news report that does not advocate or encourage such remarks or opinions.
6. Postings must not advocate or celebrate unlawful behavior, or provide information or links that may have the effect of enabling or encouraging others to engage in unlawful behavior.
7. Postings must not advocate or celebrate violence in any form, or provide links or information that may have the effect of enabling or encouraging others to engage in violence.

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8. Postings must not advocate or celebrate the use of drugs, alcohol or tobacco in any form, or provide information of links that may have the effect of enabling or encouraging others to use any of these substances.
9. Postings must not advocate academic cheating or plagiarism in any form, or provide information of links that may have the effect of enabling or encouraging others to act in these behaviors.
10. Postings must not advocate or celebrate "hacking", phone "phreaking" or any other form of malicious, disruptive or criminal computing activity, or provide information or links that may have the effect of enabling or encouraging others to engage in these behaviors.
11. Postings must not engage in "hate speech" of any form intended to hold identifiable groups or individuals up to public ridicule or encourage violence or discrimination against them, or to provide information or links that may have the effect of enabling or encouraging others to do so.
12. Postings must not present false or misleading information about any person, group, school or other institution for the purpose of causing them embarrassment, damaging their reputations, or subjecting them to potential legal or professional actions.
13. Postings must not present images or trademarks of public agencies, private corporations and businesses, and/or organizations without their written consent.
14. Postings must not contain commercial advertising intended to produce personal gain of employees and their families, students and their families or any other person or group associated with the District, with the exception of Parent Teacher Associations, Associated Student Bodies, District- or school-sponsored clubs or foundations.

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Legal References: Education Code: §351782.5, 35258, 48907, 48950, 49073, 60048
Government Code: §3307.5, 6254.21
United States Code, Title 17: §101-1101, Title 20: §1232g
Code of Federal Regulations, Title 16: §312.1-312.11
Court Decisions: Aaris v. Las Virgenes USD, (1998) 64 Cal.App,4th
1112
Perry Education Association v. Perry Local Educators' Association, (1983)
460 U. S, 36
Board of Education, Island Trees Union Free School District, et.al, v.
Pico, (1982) 457 U.S. 853

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(Formerly AR 1140)