

# FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT

## Community Relations

BP 1113(a)

### DISTRICT AND SCHOOL WEB SITES

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the development and ongoing maintenance of district and school web sites. Web sites shall be aligned with the district's plans for communications and media relations.

#### Definition

A *district or school-related web site* is any Internet website established by or on behalf of the district, any school within the district, or any authorized school club or organization within the district, as well as any web site established through the use of district equipment or the district's access to the Internet.

In web site design or other similar classes, students may from time to time develop web sites that are not published on the Internet, but instead are published on an Internet system within the class. All such content shall also conform to the policies herein.

*(cf. 0000 - Vision)*  
*(cf. 0440 - District Technology Plan)*  
*(cf. 1100 - Communication with the Public)*  
*(cf. 1112 - Media Relations)*  
*(cf. 1230 - School-Connected Organizations)*  
*(cf. 1260 - Educational Foundation)*  
*(cf. 4040 - Employee Use of Technology)*  
*(cf. 6020 - Parent Involvement)*

The Superintendent or designee may establish design standards for district and school web sites in order to maintain a consistent identity, professional appearance, and ease of use.

#### Content

The Superintendent or designee shall develop content guidelines for district and school web sites. These guidelines shall be consistent with law, Board policy, and administrative regulation.

All district and school-related web sites are closed forums for expression, and all web-based systems or services shall maintain that status. As a result, final authority for content published on any district or school-related web site rests with the Superintendent or designee. The district is not required to allow students, employees or others to publish any content which it deems inappropriate. Chat rooms, guest books, or any other unmoderated forum intended for public expression shall not be hosted by or linked to by any district or school-related web site.

*(cf. 6145.5 - Student Organizations and Equal Access)*

**DISTRICT AND SCHOOL WEB SITES** (continued)

District or school-related web sites shall not be used for political campaigning or lobbying because they are publicly funded, except that the district may provide information about the ballot measure and the like in accordance with law, including but not limited to Education Code 7054.

All parties responsible for publication of any content on a district or school-related web site shall make every effort to ensure such content is timely, kept updated, is accurate and relevant, and reflects an appropriate image for the district and its schools.

Staff may be granted direct access to district web content management systems or tools. Student or other non-employee-authored content may not be posted directly to the Internet, but must first be reviewed and approved by the authorized district employees to ensure safety and compliance with all guidelines and policies. Any content posted on any school or district-related web site, whether internal or publicly available, must conform to all district policies and guidelines relating to web content. District management or their designees shall periodically review site content in their area to ensure compliance with appropriate guidelines and policies.

District and school web sites shall not include content that is obscene, libelous, or slanderous, or which creates a clear and present danger of inciting students to commit unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.

*(cf. 5145.2 - Freedom of Speech/Expression)*

Copyright laws shall not be violated in the use of material on district or school web sites.

*(cf. 4132/4232/4332 - Publication or Creation of Materials)*

*(cf. 6162.6 - Use of Copyrighted Materials)*

Any links to external web sites shall support the educational mission. The district is not responsible for the content of external web sites.

The district accept advertising of commercial products and services on district or school web sites in compliance with BP 1325.

*(cf. 1325 - Advertising and Promotion)*

*(cf. 3312 - Contracts)*

**Privacy Rights**

The Superintendent or designee shall ensure that web site content protects the privacy rights of students, parents/guardians, staff, Board members, and other individuals.

**DISTRICT AND SCHOOL WEB SITES** (continued)

*(cf. 1340 - Access to District Records)*

*(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)*

*(cf. 5022 - Student and Family Privacy Rights)*

*(cf. 5125 - Student Records)*

Phone numbers, home addresses, email addresses of students or their parents/guardians, or any other personally identifiable information, shall not be published on a district or school web page.

*(cf. 5125.1 - Release of Directory Information)*

Because of the wide accessibility of the Internet and potential risk to students, photograph(s) of a student shall not be published with his/her full name or other personally identifiable information without the prior written consent of the student's parent/guardian. Photographs of groups of students, such as at a school event, may be published provided that students' names are not included.

Home addresses or telephone numbers of staff members shall not be posted.

No public safety official shall be required as a condition of employment to consent to the posting on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation, or harm to the officer or his/her family. (Government Code 3307.5)

District and school web sites shall not post the home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24)

*(cf. 3515.3 - District Police/Security Department)*

*Legal Reference:*

EDUCATION CODE

35182.5 *Contracts for advertising*

35258 *Internet access to school accountability report cards*

48907 *Exercise of free expression; rules and regulations*

48950 *Speech and other communication*

49061 *Definitions, directory information*

49073 *Release of directory information*

60048 *Commercial brand names, contracts or logos*

GOVERNMENT CODE

3307.5 *Publishing identity of public safety officers*

6254.21 *Publishing addresses and phone numbers of officials*

6254.24 *Definition of public safety official*

UNITED STATES CODE, TITLE 17

101-1101 *Federal copyright law*

UNITED STATES CODE, TITLE 20

**DISTRICT AND SCHOOL WEB SITES (continued)**

*1232g Federal Family Educational Rights and Privacy Act (FERPA)*

*CODE OF FEDERAL REGULATIONS, TITLE 16*

*312.1-312.12 Children's Online Privacy*

*CODE OF FEDERAL REGULATIONS, TITLE 34*

*99.1-99.67 Family Educational Rights and Privacy*

*COURT DECISIONS*

*Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112*

*Perry Education Association v. Perry Local Educators' Association, (1983) 460 U.S. 37*

*Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982) 457 U.S. 853*

*Management Resources:*

*CSBA PUBLICATIONS*

*Maximizing School Board Governance: Community Leadership, 1996*

*WEB SITES*

*CSBA: <http://www.csba.org>*

*California School Public Relations Association: <http://www.calspra.org>*

*National School Public Relations Association: <http://www.nspr.org>*