

# GREENSBURG SALEM SCHOOL DISTRICT

## OPERATIONS

### 800 WEB PUBLISHING

CODE: 815.1

#### SECTION 1. PURPOSE

The Board of School Directors adopts this policy for the purpose of addressing the need to establish a clear District-wide policy concerning web publishing and the nature of information that should be provided within classroom, school and District Web sites. During the past several years, many teachers, administrators, and students have expressed an interest in creating and publishing on the Internet/World Wide Web. These pages assist with the dissemination of District-wide, individual school and classroom information. They publicize our accomplishments and provide valuable information about the school community.

#### SECTION 2. AUTHORITY

The Board of School Directors recognizes that at each level, students, teachers, school building administrators and District administrators all play an important role in ensuring that information published on the Internet is accurate, is not used for any illegal activity, transmitting offensive materials, communicating discriminatory remarks nor posting/communicating any information that is indecent, profane or obscene. Likewise, teacher/classroom, school and District web sites should only contain information that is factual in nature and does not reflect any one person's opinion, political affiliations or editorials. Such web sites shall not be construed as public forums. Rather such web sites are solely for the dissemination of school approved information. The School District, through its central and building administrators, retains the unqualified right to edit or remove any material on such web sites.

#### SECTION 3. DEFINITION

Greensburg Salem School District encourages each school to post and maintain its own Web pages and the development of classroom web pages by teachers. Posting or maintaining a web site and web pages, however, is a privilege and not a right. The following policy should be followed by all students, District employees and schools who publish on the World Wide Web where the information being published originates from a school or District maintained Web server, or from any server currently in use by the school system through a lease or subscription service by Greensburg Salem School District. An example of this would be a web

portal, which is a paid subscription service whose server is used by the District but is maintained and housed off site, and does not reside on District property.

#### **SECTION 4. DELEGATION OF RESPONSIBILITY**

Teachers overseeing students in an approved Web Page Development course have a responsibility to ensure that information posted to the Internet and/or linked to the school web site meets the criteria of the curriculum and this policy prior to posting information live to the Internet. Pages created by students should only be posted live to the Internet by the supervising teacher after all hyperlinks, pictures, graphics and written content is scrutinized.

School building administrators have the responsibility to periodically check posted teacher/classroom and student web pages to ensure that information posted to the Internet meets the criteria of this policy. Principals will maintain a list annually of the students whose parents do not provide approval of the multi-media notice.

The Superintendent and/or designee shall have the responsibility to ensure that information posted to the Internet via the District Web Site meets the criteria of this policy.

#### **Section 5. GUIDELINES**

##### **Online Images of Students in Grades PK-12**

Images of students may appear on District, school and classroom web sites. Prior to publishing student pictures on the World Wide Web, employees must first ensure that parents of those students have not chosen to exercise their right to opt-out under the "Multimedia Opt-Out" notification. Principals will maintain an annual list of parents exercising their right to opt-out.

When possible, an attempt should be made to avoid portrait and individual student photographs. Large and small group photos showing engagement are best. When using a photograph of students, ensure the student(s) provide verbal permission prior to publishing in addition to checking that the student's parents have not exercised their right to opt-out.

##### **Online Publication of Student Names in Grades PK-12**

First and last names of students should not appear on District, school and classroom web sites. When identifying student work or students in a picture, the use

of first and last initials is preferred. In rare cases, where a student is being recognized as the recipient of an award, participation in a project or program, or notable accomplishment, the students name may appear on the District web site.

Prior to publishing student names on the World Wide Web, schools must first ensure that parents of those students have not chosen to exercise their right to opt-out under the “Multimedia Opt-Out” notification.

### **Intellectual Property Rights**

Schools must protect individual rights concerning the publishing of student-produced work, such as poems, short stories, and art. Prior to publishing student work on the World Wide Web, schools must first ensure that parents of those students have not chosen to exercise their right to opt-out under the “Multimedia Opt-Out” notification.

Before posting student-generated work, schools must take reasonable care that the content of that work is owned solely by the student. Plagiarism in any form is not permitted.

### **Web Page Content**

Each school should review carefully the content included on its own Web pages. These pages not only should be attractive in appearance, and in good taste, page must contain the last revision date at the bottom of the web page. Teachers, students, and administrators should use the following criteria when judging the appropriateness of content:

1. Only three types of web pages should be created:
  - a. Teacher/Classroom Web Pages
  - b. School Web Pages
  - c. District Web Pages
2. Classroom, school or District web pages will not be linked to personal web pages or any web page that is a part of a social networking site.
3. Classroom, school or District web pages will not be linked to commercial pages unless that link provides access to educationally relevant information.

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4. Any hyperlinks created on classroom, school or District web pages must provide access to only educationally relevant information.
5. A student's personal email address, personal web page URL, home address, phone number, pager number, social security number, student identification number or any other personally identifiable information should never appear on a classroom, school or District web site.
6. Web pages written by employees and students are not to contain any language offensive to others. In addition, they must not contain profanity, obscene comments, sexually explicit material, nor expressions of bigotry, racism, or hate. These pages must not include hyperlinks to any other sites containing any of the language or material listed above.
7. No web pages written by employees or students may promote or encourage illegal or immoral activities. No link from these pages may lead users directly to any other page which promotes or encourages illegal or immoral activities.

**Board Policy 815.1 incorporates, thereby replaces/renumbers old Board Policy 400.35 Computer Policy and incorporates/renumbers old Board Policy 400.48 Web Publishing.**

**Policy Adopted: June 25, 2008  
Revised: May 20, 2015**

GREENSBURG SALEM SCHOOL DISTRICT

**ADMINISTRATIVE GUIDELINES FOR POLICY 815.1  
WEB PUBLISHING GUIDELINES**

**PARENT NOTIFICATION  
MULTIMEDIA NOTICE**

Pursuant to the Family Educational Rights and Privacy Act (FERPA), a federal law, Greensburg Salem School District is permitted to release the name, photograph, and school organizations in which a student participates, without prior consent of the student or the student's parents. From time-to-time, students have their pictures and comments taken for various school sponsored activities. Our students, educational programs, school events, and community-oriented activities are sometimes the subject of newspaper features, as well as television and radio broadcasts. The Internet and Web sites have also become an electronic means of informing both the School community and the general public of School activities.

The School District recognizes that these media outlets publicize our accomplishments and provide valuable information about the School District. The School District also recognizes that with the proliferation of mass media outlets parents may have concerns about maintaining a child's privacy. The Greensburg Salem School District believes that privacy issues arising from multimedia outlets in the school setting should ultimately be decided by the parents. Therefore, please read carefully the following information.

Your child's photograph (group or individual), verbal and written comments, and school work may appear in various media outlets. The following are examples of such media utilization:

1. Video and audio recording, interviewing and/or photographing by newspapers, television stations, and radio stations.
2. Video and audio recording, interviewing and/or photographing by newspapers, television stations, and radio stations.
3. Articles on World Wide Web sites written and published by newspapers, television stations, and radio stations.
4. Articles on World Wide Web sites written and published by newspapers, television stations, and radio stations.
5. School District newsletters and publications.
6. The School District's World Wide Web site, including classroom and School Building Web pages.

7. Publication of a student's essays and artwork in print or electronic media.
8. As instructional tools for educational purposes.
9. Video replay of School productions, such as plays and high school musicals

## **OPT-OUT PROCEDURES**

The Greensburg Salem School District will permit a student's image, verbal and written comments, and a student's work to appear in such multimedia outlets unless the parent or guardian of the student objects, in writing. Parents or guardians may object to the use of their child's image, comments, or work appearing in any form of media by informing the School Principal, in writing, within thirty (30) calendar days of the date of this Notice. If you do not timely file a written objection, your silence will serve as implied consent. Your child's image, comments, or work may be used for any multimedia purpose unless you choose to affirmatively opt-out.

This Multimedia Notice will appear in the Middle School and High School student handbooks. The secondary "Student Handbook Sign-off Sheet" will reference the multimedia notice where parents will have the opportunity to approve or disapprove. Elementary students will receive the Multimedia Notice and permission form to be signed by a parent and returned to school at the beginning of the school year or upon registration.

**GREENSBURG SALEM SCHOOL DISTRICT**  
Elementary School  
Parent Notification – Multimedia Notice



# RELEASE FORM

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**Student Name**

<b>Parent Notification – Multimedia Notice</b>	
Check One	
<input type="checkbox"/>	I have read the Parent Notification Multimedia Notice and approve the use of my child's photograph, verbal and written comments, and school work which may appear in various media outlets.
<input type="checkbox"/>	I do not approve the use of my child's photograph, verbal and written comments, and school work to be used in various media outlets.

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Parent Signature

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Date

Any refusals must be returned to the School office and are required to be filed annually