# SCHOOL WEB SITE PROTOCOL

**Section A**
**Content of Web-Based Information**

Some of the advantages of having a school or classroom Web site are the ability to publish student work online, and increased communication between the teacher, parent, and student. We want to share the exciting projects and activities going on in our classrooms with other people. We like to give recognition to our students and give their class work a context in the real world. However, we need to balance that enthusiasm with common sense centered around student safety. The following are guidelines for including Web based information in Beautiful Plains School Division Web pages.

1. Content related to sensitive personal information about any student will not be part of the Web site, unless it is password-protected for viewers who are on a need-to-know basis.

2. Content related to sensitive personal information about any staff member will not be part of the Web site, unless written permission has been given by the staff member. Permission is not needed to include full name and grades/subject(s) taught. All other personal information about any staff member will not be part of the Web site, unless written permission has been granted, or it is password-protected for viewers who are on a need-to-know basis. Under special circumstances, a teacher may request that ALL personal information be omitted from Division and/or School web site.

3. Content that is obscene, inflammatory, harassing, hateful, or insulting to any person, ethnic group, or gender will not be a part of the Web site.

4. Written permission from parents/guardians of all students will be secured before student photographs, artwork, or written work is published on the school Web page.

5. Care will be taken that information on the schools' Web sites does not jeopardize student safety.

6. For profit content will not be a part of the Web site.

7. Web pages shall not allow readers to contact any student directly.

8. Personal homepages for staff and students are not permitted. Personal means "about the author". Staff or students may create pages to present students' work.

9. Pages may not be linked to staff or students' personal web pages.

The following examples are provided only for the purpose of illustration, by no means are they to be construed as all-encompassing.

**Examples of Appropriate Public Information Content**
School calendars, student and staff announcements, athletic team schedules and results, extra-curricular activities, student learning activities, lesson plans, school-related community involvement, Parent Council information, school news, and so on.

**Examples of Inappropriate Public Information Content**
Student addresses, e-mail address, and phone number, commercial endeavors, personal home pages for staff or students that provide personal information, interests, hobbies, pictures, etc.

**Examples of Password-Protected Information Content**
Class lists, student schedules, student grades, test scores, attendance records, discipline records, and health records.

**Section B**
**Web Content Related to Photographs and Video**

Many schools are concerned about posting photographs or videos of students on their Web sites. This concern is genuine, especially for younger students. However, BPSD believes that the benefits of posting student photos or videos outweighs the disadvantages, provided certain guidelines are followed:

1. Written permission shall be secured from parents of all students before photographs or video of a student is posted on the school Web page.

2. Picture captions shall identify the activity or class.  Student photos accompanied by full names will only be allowed if written parental/guardian consent has been obtained.  The permission form must include the purpose and location of where the information will be displayed.

3. Never match student photos with personal essays like biopoems or biographies.

4. Best to use group shots or distance shots of students engaged in work.

**Section C**
**Web Content Related to Student Work**

The following guidelines should be used when posting any student work on a school Web site:

1. Generally, only exemplary student work shall be considered by staff members for posting. Every staff member has the authority and responsibility to determine whether or not student work is exemplary.

2. Written permission shall be secured from parent/guardian of students before posting student work on school Web sites.

3. Student work will be identified by first name only unless written parental/guardian consent has been obtained.  The permission form must include the purpose and location of where the information will be displayed.

4. Any parent or guardian who wishes to have a student's work removed from any school's Web site should contact the School Administrator for that page.

**Section D**
**Web Page Identification**

Because each staff member has the privilege and responsibility of determining whether or not content is appropriate for the school Web site, there are certain pieces of information that must be included on Web pages. The following outlines the required information:

1. The school name shall be prominently displayed at the beginning of each page.

2. A declaration of copyright ownership for page content and student work. This will consist of a statement at the bottom of the page like, "Copyright © 2002 Beautiful Plains School Division. All rights reserved."

Approved December 13, 2016