

MODESTO CITY SCHOOLS

Administrative Regulation

AR 1113

COMMUNITY RELATIONS

District, School, Staff and Student Websites

Content

District and school web sites shall provide current and useful information regarding district programs, activities and operations. Such information shall be appropriate for both internal and external audiences.

The Superintendent or designee shall make the information contained in the School Accountability Report Card accessible on the Internet and shall ensure that such information is updated annually. (Education Code 35258)

Student work may be published on a web site provided that both the student and his/her parent/guardian provide written permission or the work is part of an existing publication such as a newspaper or school newsletter.

Students, staff or other individuals may not use district or school web sites to provide access to their personal web pages or online services.

If any copyrighted material is posted on a district or school web site, the web site shall include a notice crediting the original producer of the material and noting how and when permission to publish the material was granted.

Roles and Responsibilities

The Information and Technology Services Department (ITS) shall be responsible for the content and publication of the district web site upon approval of the Superintendent or designee. ITS shall review all content before publication, upload content to the district web server, regularly check links for accuracy and appropriateness, keep the web server free of outdated or unused files, and provide technical assistance as needed to school webmasters.

The school webmaster shall perform similar duties related to the content and maintenance of the school's web site upon approval of the school principal. The webmaster duties may be delegated to another site staff member at the discretion of

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his/her principal or their designee under the existing guidelines and requirements for a webmaster selection. The principal or school webmaster shall consult with the Information Systems Department regarding the creation of new district related websites.

Web Hosting

District, school, teacher and other district related websites shall only be hosted on district computers unless authorized by the Superintendent or designee. Individuals will not subscribe to or make use of third party hosting services to store, distribute or promote district, school or teacher related websites.

Professional Online Conduct and Guidelines

Modesto City Schools recognizes the importance of the Internet in shaping public thinking about the district. Modesto City Schools also recognizes the importance of employees joining in and helping shape conversation and direction through web interactions. These interactions can take place in many ways through the rapidly evolving Social Media on the Internet. Employees can share their research and opinions through social networking, blogging and video broadcasting sites such as Facebook, LinkedIn, Twitter and YouTube.

Modesto City Schools is committed to supporting employee rights to interact knowledgeably and socially on the Internet.

These guidelines will help employees make appropriate decisions about work-related postings & comments, and in responding to comments from others either publicly or via email. Modesto City School's Board policies and administrative regulations remain in effect in the workplace.

Additionally, these guidelines will help encourage a respectful, knowledgeable interaction with people on the Internet. They also protect the privacy, confidentiality, and interests of employees, partners, and customers of Modesto City Schools.

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Note that these policies and guidelines apply only to work-related sites and issues and are not meant to infringe upon an employee's personal interaction or commentary online.

1. Employee contributors should know and follow Modesto City School's Board Policies.
2. Employee contributors are personally responsible for the content they publish on websites or any other form of user-generated media. Employees should be mindful that what is published will be potentially archived and available for public search and scrutiny for many years.
3. When discussing Modesto City Schools or Modesto City Schools-related matters employees will identify themselves — by name and, when relevant, role at Modesto City Schools — and write in the first person. The employee must make clear that he/she is expressing a personal comment and not on behalf of Modesto City Schools.
4. When content is published to any website outside of Modesto City Schools which is related to work or subjects associated with Modesto City Schools, employee contributors should use a disclaimer such as: "The postings on this site are my own and don't necessarily represent or reflect Modesto City School's positions, strategies or opinions."
5. Employees should respect and follow laws and policies for copyright and financial disclosure laws.
6. Employees may not provide Modesto City Schools' or another's confidential or other proprietary information. Prior permission must be obtained to publish or report on conversations that are meant to be private or internal to Modesto City Schools. This includes information that has not been publicly released by the Modesto City Schools. More guidance for this can be provided by supervisors and/or the Superintendent's Office before releasing information that could potentially harm the organization or current and potential programs and services, employees, partners, and customers.

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7. Employee contributors may not cite or reference partners or suppliers without their approval; when referenced there should be a link back to the source.
8. Employee contributors should respect the audience: ethnic slurs, personal insults, obscenity, or any conduct that would not be acceptable in Modesto City Schools' workplace should not be used. Any posting should show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
9. Employee contributors should speak respectfully about Modesto City Schools and current or potential employees and partners. Postings should not include name calling or behavior that will reflect negatively on Modesto City Schools' reputation. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by Modesto City Schools and can result in disciplinary action up to and including employment termination. Modesto City Schools encourages contributors to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, Internet posts can result in members of the public forming opinions about Modesto City Schools and its employees, partners, programs and services.
10. Contributors should honor the privacy rights of current Modesto City Schools employees by seeking their permission before writing about or displaying internal organization activities that might be considered to be a breach of their privacy and confidentiality.
11. Employee contributors should not alter previous posts without clear notification.
12. The role of the employee contributor is to add value, provide worthwhile information and perspective. Modesto City Schools is best represented by its people and what is published may reflect on Modesto City Schools' reputation within the community.
13. Employee contributors should be aware of their association with Modesto City Schools in online social networks. If identified as a Modesto City Schools

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employee, contributors should ensure the profile and related content is consistent with professional practices in education.

14. Modesto City Schools' logo and trademarks may not be used without explicit permission in writing from the organization. This is to clearly distinguish official Modesto City Schools postings from personal ones. More guidance is available from the Superintendent's Office.
15. Employees should remember that they are individually legally liable for anything he/she posts online. Employees can be disciplined by the district for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. Employees can also be sued by other Modesto City Schools employees or any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.
16. Media contacts about Modesto City Schools or employees should be referred to the District Public Information Officer for coordination and guidance.