

# Twin Rivers USD

## Board Policy

### District And School Web Sites

# REVISED

BP 1113

#### Community Relations

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board of Trustees encourages the ~~development and ongoing maintenance~~ **Superintendent or designee to develop and maintain district and school web sites. The use of district and school web sites. Web sites shall be aligned with support the district's plans for vision and goals and shall be coordinated with other district communications and media-relations strategies.**

(cf. 0000 - Vision)

(cf. 0440 - District Technology Plan)

(cf. 1100 - Communication with the Public)

(cf. 1112 - Media Relations)

~~(cf. 1230 - School Connected Organizations)~~

**(cf. 1114 - District-Sponsored Social Media)**

~~(cf. 1260 - Educational Foundation)~~

~~(cf. 4040 - Employee Use of Technology)~~

(cf. 6020 - Parent Involvement)

#### Design Standards

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

**The district's design standards shall address the accessibility of district and school web sites to individuals with disabilities, including compatibility with commonly used assistive technologies.**

**(cf. 0410 - Nondiscrimination in District Programs and Activities)**

#### Web Site 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 and~~ **assign staff to review and approve content prior to posting. School Sites will use District template and guidelines.**

~~Staff, students, or other persons may submit materials for web publication to the district or school webmaster who shall ensure that the content adheres to district guidelines and policies.~~

~~(cf. 6145.5—Student Organization and Equal Access)~~

~~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)~~

~~The Superintendent or designee should ensure that copyright laws are not 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 and shall include a disclaimer that the district is not responsible for the content of external web sites.~~

~~Advertising on district or school web sites may be accepted under the same restrictions and conditions set forth in law, Board policy, and administrative regulations pertaining to advertising in district and school-sponsored publications, as specified in BP 1325 - Advertising and Promotion, shall also apply to advertising on district and school web sites.~~

~~(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 **are protected on district and school web sites.**

~~(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)~~

**Telephone** ~~Phone~~ numbers, **and** home addresses, and email addresses of students **and/or** their parents/guardians shall not be published on a district or school web **page sites.**

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

**The district regards photographs as a category of directory information that would not generally be considered harmful or an invasion of privacy if disclosed. Therefore, a student's photograph, together with his/her name, may be published on district or school web sites unless** ~~Other directory information including, but not limited to, photographs of individual students with their names may be published except when~~ the student's

parent/guardian has notified the district in writing to not **allow the** release **of** the student's photograph without prior written consent, in accordance with BP/AR 5125.1 - Release of Directory Information.

**If students' names are not included, photographs of individual students or** ~~Photographs of~~ groups of students, such as at a school event, may be published ~~provided that students' names are not included~~ **on school or district web sites.**

**Employees' home addresses, personal telephone numbers, and personal email addresses shall not be posted on district or school web sites.**

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

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

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.~~

(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

**BUSINESS AND PROFESSIONS CODE**

**22580-22582 Digital privacy**

**22584-22585 Student Online Personal Information Protection Act**

**22586 Preschool and prekindergarten privacy**

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

6254.21 Publishing addresses and ~~phone~~ **telephone** numbers of officials

6254.24 Definition of public safety official

**11135 Nondiscrimination; accessibility to state web sites**

**PENAL CODE**

**14029.5 Prohibition against publishing personal information of person in witness protection program**

UNITED STATES CODE, TITLE 17

~~101-1101 Federal copyright law~~

**101-122 Subject matter and scope of copyright**

**504 Penalties for copyright infringement**

UNITED STATES CODE, TITLE 20

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

**UNITED STATES CODE, TITLE 29**

**705 Definitions; Vocational Rehabilitation Act**

**794 Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites**

**UNITED STATES CODE, TITLE 42**

**12101-12213 Americans with Disabilities Act**

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

**104.1-104.61 Nondiscrimination on the basis of disability**

**COURT DECISIONS**

**City of San Jose v. Superior Court, (2017) 2 Cal.5th 608**

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:

**U.S. DEPARTMENT OF EDUCATION OFFICE FOR CIVIL RIGHTS PUBLICATIONS**

**CSBA PUBLICATIONS**

~~Maximizing School Board Governance: Community Leadership, 1996~~

**Dear Colleague Letter, May 26, 2011**

**Joint Dear Colleague Letter: Electronic Book Readers, June 2010**

**U.S. DEPARTMENT OF JUSTICE PUBLICATIONS**

**Accessibility of State and Local Government Websites to People with Disabilities, June 2003**

**WORLD WIDE WEB CONSORTIUM PUBLICATIONS**

**Web Content Accessibility Guidelines, December 2008**

**WEB SITES**

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

**California Department of Education, Web Accessibility Standards:**

**<http://www.cde.ca.gov/re/di/ws/webaccessstds.asp>**

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

~~National School Public Relations Association: <http://www.nspra.org>~~

**U.S. Department of Education, Office for Civil Rights:**

**<http://www2.ed.gov/about/offices/list/ocr>**

**U.S. Department of Justice, Americans with Disabilities Act:** <http://www.ada.gov>  
**World Wide Web Consortium, Web Accessibility Initiative:** <http://www.w3.org/wai>

Policy TWIN RIVERS UNIFIED SCHOOL DISTRICT  
adopted: March 18, 2008 McClellan, California  
revised: **Month xx, 2018**