

**SERIES 800**  
**SCHOOL-COMMUNITY RELATIONS**

821.4(2)

**DISTRICT WEB PAGE GUIDELINES**

**Philosophy:**

The district Web site is intended as a means for enhancing communication. It will provide helpful, informative, truthful and positive presentations of the district, its staff and students, policies and programs.

**Supervision:**

The District Administrator will designate staff responsible for reviewing, approving and coordinating the school district's Web site. Web site responsibilities will be supervised by the District Administrator or his/her designee.

**Responsibility:**

The District Administrator or his/her designee will be responsible for managing information received by individuals who are seeking to add or delete Web content. All employees authorized to publish to a district Web page will be aware of and adhere to district policies, and incorporate the district's philosophy into its design. In addition, they will:

- Review all materials/content for publishing to ensure district policy compliance
- Publish material/content in a timely manner
- Maintain knowledge and skills appropriate to responsibilities
- Notify supervisor of any concerns, issues or complaints.

**Subject Matter:**

Information intended for publication must comply with district policies, and relate to district activities or its instructional program.

If information submitted for publication is missing a deletion date, the information will be removed from the site when it is determined to be obsolete.

**Building Sites:**

It is necessary for the following current information to be available on each school's Web site:

- Building name
- Building address
- Phone number
- Administration information
- Staff voice mail numbers
- Staff e-mail addresses
- Copyright information
- Links affiliated with the district

- External Links
- E-mail address for staff member responsible for page

When referencing an external link, the link must be directly related to a district activity or its instructional program. A written disclaimer must alert users that the link is an external source. Therefore, the district's disclaimer will read:

*"This page contains links to outside sources. Marshall School District is not responsible for any content on this external site."*

### Copyright

No copyrighted materials will be published without written permission from the original copyright owner.

Copyright law and district policies must be followed (refer to your Copyright Guidelines Manual)

Both parent/guardian and student permission is needed to publish any type of student work or photos.

When copying is permitted, permission must be clearly stated.

### Student Safety

- Students will be identified by first name only for elementary level students.
- Published information will not include personal information.
- Web page content will not disclose any information that indicates the physical location of a student.

### Revision of Guidelines

The information cited above is intended to be used as a guideline. It will be reevaluated and updated as needed due to the changing nature of technology.

Legal References:

Cross References:

Date of Adoption: December 16, 2009

Date of Revision: