

SERIES 800
SCHOOL-COMMUNITY RELATIONS

Board Rule 821.4

WEB PUBLISHING GUIDELINES

Guidelines:

- Web pages and data contained thereon belong to the District and should reflect quality work and accurate information.
- Contents must adhere to the Acceptable Use Policy, applicable privacy policies and laws, applicable copyright policies and laws, and other established District policies.
- Information published on District Web pages should be education-related, non-confidential, and non-commercial. However, advertising for non-profit, school-sponsored organizations is acceptable.
- All pages should be created to facilitate easy loading and viewing of graphics and audiovisual materials by the user of the page, whether internal or outside the District, and subject to the restrictions contained in the Acceptable Use Policy.
- No text, image, movie or sound that contains pornography, profanity, obscenity or language that offends or degrades others or links to such material will be permitted.

Responsibility:

- Web pages will be reviewed monthly by the District Administrator or his/her designee to ensure that District guidelines are met and links are accurate and appropriate.
- The District Administrator and School Board shall be empowered to override any decision made by staff to publish content, decline to publish content, or remove existing content from the District Web site.

District Acceptable Use Policy:

- Nothing in these guidelines is intended to amend or modify the District's Acceptable Use Policy. If anything in these guidelines is in conflict, the Acceptable Use Policy shall prevail.

Purpose:

- All subject matter on the Marshall Public Schools web pages and their links must relate to or support curriculum and instruction, school-sponsored activities, or information about the Marshall Public Schools or its mission. Personal information is not allowed.
- Staff or student work may be published only as it relates to a class project, course or other school-related activity.
- Students, staff and other individuals may not use the District's Web pages to provide access to personal pages on other servers or online services.

Legal References:

Cross References: 522.7 Employee Computer and Internet Use
522.7be Employee Acceptable Use Agreement
821.4(1) Creation and Maintenance of Internet Web Pages
821.4(2) District Web Page Guidelines

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