



DISTRICT WEB SITE PUBLISHING GUIDELINES

The following guidelines will govern Web site publishing and the use of Internet based tools (e.g., blogging, podcasting, wikis) in the Lakewood City School District:

Subject Matter

Staff and students are encouraged to create Web pages or other electronic publications that are in compliance with the District's Technology Resources Acceptable Use Policy. All such pages that reside (or are linked) on an official Lakewood City Schools Web page(s) must be authorized by the Superintendent/designee. All subject matter on Web pages must relate to curriculum, instruction, school authorized activities, general information that is appropriate and of interest to others, or it should relate to the District or the schools within the District. Information that may be deemed controversial or contentious must be published on a password-protected site such as Moodle.

Web pages must contain information that is accurate and current. All communications via the District Web pages must comply with the District's Technology Resources Acceptable Use Policy and Student Code of Conduct. (Examples of content prohibited by these policies include, but are not limited to: harassment in any form; advocacy of violence or inappropriate material; posting any material that may be defamatory, libelous or slanderous.)

Individuals are not to use the District Web pages for personal gain or profit. The District will determine which entities, corporations, organizations and causes will be permitted to establish links or presence upon the District's Web sites.

Ownership and Retention

All Web pages on the District's server(s) are property of the District. Any Web page may be deleted at the discretion of the Superintendent/designee if determined that the page does not satisfy the Web site publishing regulations or timeliness.

The Superintendent/designee retains the right to determine the appropriateness of Web page content consistent with the guidelines and standards contained in Board policy. Content determined to be inappropriate shall be removed from District sponsored Web pages. The District will notify the building principal, teacher, and/or student of the removal of content. Appeal of any decision to remove content by an affected staff member or student may be made in writing to the Superintendent/designee within five school days of the notification of removal of the content. The Superintendent/designee will review the appeal, conduct a hearing, and render a written decision within 10 days of receipt of the appeal.

Student work, identification, or other information may not be published on any District Web site, unless both the student and the parent(s)/guardian of record have signed the District Media Authorization Form. The student retains copyright to the student's published work. (Students 18 or older may sign the Form on their own behalf.) Teachers or the appropriate staff must verify that a Form has been signed, before publishing student work, identifying information or student pictures.

Publishing Guidelines

All Web page developers and creators must adhere to all policies of the District including these guidelines and comply with all federal and state laws.

1. Copyright and trademark laws apply to electronic publishing as well as to print publishing. Developers must have permission to publish the information, graphics, or photographs on their pages if they are not the copyright owners unless the use falls within the "fair use" exceptions to copyright law. (See Lakewood Board of Education copyright pamphlet of 2009.)
2. The District recognizes that a student's creative, tangible work is intellectual property and deserves protection under copyright law. Therefore, before the work of any student is published on any District-sponsored Web page, the person responsible for posting such work will obtain permission from the student and, in the case of a minor student (under 18 years of age), permission from the student's parent or guardian, authorizing the posting of the student's work.
3. Non-curricular Links – Except as otherwise approved by the Superintendent/designee, links must be limited to information about youth activities, agencies, or organizations which are known to be nonsectarian, exclusively devoted to community interests or child welfare, are nonprofit, and nondiscriminatory.
4. Commercial Links - Links may not include any entities whose sole purpose is commercial or political in nature without permission of the Superintendent/designee.
5. The District retains the right to audit and/or adjust materials and activities on any Internet/Intranet server used to publish content sponsored by a District organization or other approved entity. The District will notify the District organization of any change(s) to the content.
6. An individual posting a commercial link inclusive of their trademark, logo, images or other copyrighted material must obtain written/electronic permission from the appropriate agency/person/owner to use these materials from that site. Assistance in this process may be obtained from the Coordinator of Information and Technology.
7. *District Level* - Changes/additions to District Web pages must be submitted for approval on an input form to Superintendent/designee prior to posting.
8. *Department Level* - Individual departments within the District may define additional "conditions of use" for home pages under their supervision. These regulations or guidelines must be consistent with the District Web publishing guidelines, but may provide additional detail, guidelines, and/or restrictions.
9. *Building Level* - Changes/additions to school Web pages must be submitted for approval on an input form to the building principal prior to posting.

10. *Individual Level* - Individual teacher Web sites will be maintained and kept current by that teacher. Teachers will inform the principal of changes/additions. The building principal will review page(s) to ensure it reflects the professional image of the District and is consistent with the mission of the District. Any site not kept current in the last 30 days may be removed.
11. Any e-mail links on Web pages must be an "@lakewood.k12.oh.us" address or equivalent District mail account. The Superintendent/designee, prior to posting, must approve other e-mail addresses.
12. Published e-mail addresses are restricted to staff members or to a general group e-mail address where arriving e-mail is forwarded to a staff member. (Staff e-mail addresses must be published as a requested link and not in a sequential order, or as a part of written content that can be extracted by an Internet "bot" or search engine.)

Student Safeguards

1. Web page documents are to include a student's first name only to protect student privacy. A separate parent-signed release form is required in order to publish first and last names. (The form is available on the Staff Tools section of the district web site).
2. To assure student safety, no student names will be used in conjunction with any photograph unless parental permission is obtained.
3. At no time shall any student's personal information (home address, e-mail address, family member names, or phone number) appear on Lakewood City Schools Internet published materials.

Guideline Violations

Appropriate disciplinary action will ensue should either staff or student violations of these guidelines occur. It is important to note that criminal and civil penalties may attach to violations in certain circumstances.

Disclaimer

The District disclaims any responsibility for violations of these guidelines. The individual will bear liability for any damage caused as a result of failing to adhere to these guidelines. **Information, pictures, or recordings gathered or taken at a public performance are NOT subject to ANY expectation of privacy and therefore may be published without consent, UNLESS the District has received from a parent or student (18 or older) a specific written request that such information, pictures, or recordings not be published.**