

**DISTRICT SPONSORED WEBSITES**

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the development and ongoing maintenance of district and school websites. Websites shall be aligned with the district’s plans for communications and media relations.

*(cf. 0000 – Concepts and Roles)*  
*(cf. 1100 – Communication with the Public)*  
*(cf. 1112 – Media Relations)*  
*(cf. 1114 – Social Media Use)*  
*(cf. 6020 – Parent Involvement)*

District sponsored websites are defined as:

1. Any internet website established by district employees on behalf of the district or any school within the district (“school sponsored websites”), pertaining to district and/or school related business, and
2. Any internet website established through the use of district equipment or the district’s access to the Internet under the approval of the Superintendent or designee.

**Design Standards**

The Superintendent or designee may establish design standards for district and school sponsored websites in order to maintain a consistent identity, professional appearance, and ease of use.

The district’s design standards shall address the accessibility of district-sponsored websites to individuals with disabilities, including compatibility with commonly used assistive technologies.

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

**Content Guidelines**

The Superintendent or designee shall develop content guidelines for district sponsored websites. These guidelines shall be consistent with law, Board policy, and administrative regulation.

Staff and students 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 Organizations and Equal Access)*

## **DISTRICT SPONSORED WEBSITES** (continued)

District sponsored websites 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, substantially disrupt the school's orderly operation, or permits private student information to be disclosed.

*(cf. 5145.2 – Freedom of Speech/Expression: Publications Code)*

The Superintendent or designee should ensure that copyright laws are not violated in the use of material on district or school sponsored websites.

*(cf. 4132/4232/4332 – Publication or Creation of Materials)*  
*(cf. 6162.6 – Use of Copyrighted Materials)*

Any links to external websites shall support the educational mission of the district and shall follow the same guidelines applicable to district sponsored websites. The district is not responsible for the content of external websites.

Commercial advertising, political and/or personal use of the district sponsored websites is strictly prohibited.

Board policy pertaining to advertising in district and school publications, as specified in BP 1325 - Advertising and Promotion, shall also apply to advertising on district and school websites.

*(cf. 1325 – Advertising and Promotion)*

All district sponsored websites shall be closed forums for expression. This means that the district has control over what may be published on district sponsored websites and is not required to allow students, faculty, or others to publish material which the district determines is inappropriate.

### **Privacy Rights**

The Superintendent or designee shall enforce district and Board policies and rights related to the protection of privacy rights of students, parents/guardians, staff, Board members, and other individuals.

*(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)*

**DISTRICT SPONSORED WEBSITES** (continued)

Student directory information, as defined by Board policy and administrative regulation 5125.1 may be published on a district or school sponsored website so long as the parent or guardian has not opted out of the release of such information. However, phone numbers, home addresses, and email addresses of students and/or their parents/guardians shall not be published on a district or school sponsored website without the individuals' written permission.

*(cf. 5125.1 – Release of Directory Information)*

Because of the wide accessibility of the Internet and potential risk to students, photographs of individual students shall not be published with their names or other personally identifiable information without the prior written consent of the student's parent/guardian.

Photographs of groups of students, such as at a school event, may be published provided that students' names or other personally identifiable information is not included.

Staff members' home addresses or telephone numbers shall not be posted on district or school websites.

The home address or 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 websites without the prior written permission of that individual (Government Code 3307.5, 6254.21, 6254.24).

*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

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

6254.21 Publishing addresses and phone numbers of officials

6254.24 Definition of public safety official

11135 Nondiscrimination; accessibility to state websites

PENAL CODE

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

UNITED STATES CODE, TITLE 29

794 Section 503 of the Rehabilitation Act of 1973; accessibility to federal websites

UNITED STATES CODE, TITLE 42

12101-12213 Americans with Disabilities Act

**DISTRICT SPONSORED WEBSITES** (continued)

*Legal Reference: (Continued)*

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

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

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

COURT DECISIONS

*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:*

CSBA PUBLICATIONS

*Maximizing School Board Governance: Community Leadership, 1996*

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*

*California Department of Education, Web Accessibility Standards:*

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

WEBSITES

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

*National School Public Relations Association: <http://www.nspr.org>*

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

*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  
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**MURRIETA VALLEY USD**  
Murrieta, California