

1113 District, School and Teacher Web Sites

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the Superintendent or designee to develop and maintain district and school web sites. The use of district, school and teacher web sites including any district authorized social media platforms shall support the district's vision and goals and shall be coordinated with other district communications strategies.

Design Standards

The Superintendent or designee 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-sponsored web sites to individuals with disabilities, including compatibility with commonly used assistive technologies. The district's objective is that all pages on the district-sponsored web sites will conform to the World Wide Web Consortium (WC3) Web Accessibility Initiative's (WAI) Web Content Accessibility Guidelines (WCAG) 2.0, Level AA conformance, or updated equivalents of these guidelines.

The Superintendent or designee shall establish procedures whereby students, parents, and members of the public may present a complaint regarding a potential violation of Title II of the Americans with Disabilities Act (ADA), or Section 504 of the Rehabilitation Act of 1973 related to the accessibility of any official district web presence which is developed by, maintained by, or offered through the district or third party vendors and open sources.

Guidelines for Content

The Superintendent or designee shall develop content guidelines for district and school web sites and shall assign staff to review and approve content prior to posting. Content guidelines for social media platforms are detailed in board policy and administrative regulation 1114 – Social Media.

The Superintendent or designee shall develop content guidelines for teacher web sites.

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, school and teacher web sites.

Privacy Rights

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on district, school and teacher web sites and district authorized social media platforms.

Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on district, school or teacher web sites or district authorized social media platforms.

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.

Staff members' birth dates, home addresses, home telephone numbers, and personal cell phone numbers shall not be posted on district, school or teacher web sites or district authorized social media platforms. (Government Code 6254.3) Staff members are strongly discouraged from posting their own personal telephone numbers and email addresses on web sites.

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

No public safety official shall be required 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)

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