

Updated 7/1/10

Shenendehowa Central Schools

Web Publishing Guidelines

CONTENT STANDARDS

Creators of web pages need to familiarize themselves with, and adhere to, the following regulations in order to receive authoring privileges on the district web site. Failure to follow these regulations may result in the loss of privileges or other disciplinary measures.

- ◆ All subject matter, district-wide, should relate to curriculum, instruction, school-authorized activities, school or school district news or general information that relates to the district's mission.
- ◆ All communications via Shenendehowa's web site will comply with School Board policies, the district code of conduct, SHENet Acceptable Use Procedures and Title IX regulations.
- ◆ No individual or organization may publish personal pages as part of the Shenendehowa web site.
- ◆ Staff or student work may be published only as it relates to a class project, course or other school-related information or activity.
- ◆ Faculty web pages should not contain surveys dealing with district-level issues or other topics outside of the author's area of responsibility.
- ◆ Web pages may not contain or be linked to objectionable material. This is defined as material that does not meet the content standards that are defined above. Concern about the content of any pages created by students or staff can be directed to the building principal, supervisor, superintendent of schools or the district web manager.
- ◆ Electronic transmission of copyright materials is illegal. No unlawful copies of copyright materials may be knowingly produced or transmitted via the district's equipment and/or its web site.
- ◆ Direct links to any non-curricular materials (i.e. those whose primary purpose is commercial or political advertising) should be limited to those that relate to the district's educational mission.
- ◆ All web documents should be proof read to minimize spelling and grammatical errors.
- ◆ Files that require huge download time are frustrating for users and slow down file servers. They should be avoided.

- ◆ When entering photographs, make them the correct size prior to putting them on the site.

STUDENT SAFEGUARDS

- ◆ Any student information communicated via the Shenendehowa web site will comply with district policies on data privacy and public use of school records. Web pages may not include students' telephone numbers, addresses, e-mail addresses, names of family members or names of friends.
- ◆ From time to time student directory-type information (name, grade level, teacher, school, honor roll, awards, etc.), photographs or student work is released for on the district's website depicting activities of the Shenendehowa Central School District. Parents have the option of objecting to the release of this information, they must inform the principal at their child's school, in writing, of the objection annually.

REGULATIONS FOR INDIVIDUAL WEBPAGES

- ◆ Every page must have the "Shen Back to Home Button" somewhere on the top of the page to identify the page as belonging to Shenendehowa. This is provided in the images folder for each subweb.
- ◆ Every page must also have a link to the e-mail of the person maintaining the page at the bottom of the page with this terminology "This page is maintained in accordance with Shenendehowa's web publishing guidelines by e-mail address."
- ◆ The website uses ExpressionsWeb. Users should have knowledge of this program or take a course with the staff development office prior to working on a page.
- ◆ Users should only work on the pages within their own folder.
- ◆ **Under no circumstances should sponsors give students access to their user I.D. or password.**

COMMUNITY ACCESS

- ◆ Community members/groups can have access to the site as long as all subject matter relates to curriculum, instruction, school-authorized activities, school or school district news or general information that relates to the district's mission.
- ◆ Community members will only be provided access to the "community subweb" and not any of the "district" or "school" subwebs.
- ◆ Community members/groups must comply with all website guidelines.