

**Rochester School District** has developed and maintained web pages to provide information and resources to students, parents and community members, site visitors and staff. All official school and district sites must be hosted on the District's server(s) or on District-authorized hosted sites. In order to provide current, accurate, and relevant information on its web site, the District has developed guidelines for web page content, framework, and links posted on its web pages or its server.

## **District Framework**

**District web pages must follow the following framework:**

- The title page must use District template.
- The title page shall feature the school or department name, address, phone number, fax number, an email link to main contact person, and a link to District Homepage
- Time sensitive information shall be updated regularly.
- Published information shall be of educational/operational value to the District and its constituents and it shall adhere to the District's Acceptable Use of Technology Resources Policy.
- Graphics, photos, animation, and video images may be used as per stated content guidelines.
- Correct punctuation, spelling, and language standards must be followed.

## **School Framework**

**School-related groups that request links or school-related web pages must follow the following framework:**

- The organization must be recognized and approved by the District in that it promotes school activities and the educational mission of the school district.
- The title page shall feature the name of the organization, pertinent contact information, and an email link to a main contact person
- Time sensitive information should be updated regularly.
- Information posted should be of educational value to the district and should adhere to the District's Acceptable Use of Technology Resources Policy.
- Graphics, photos, animation, and video images may be used as per stated content guidelines.
- Correct punctuation, spelling, and language standards must be followed.
- It is understood that these pages will be maintained by the organization and that if the framework and content guidelines are not adhered to, the web page and/or the link to the organization's web site will be removed from the District server or District web pages.

## **Content Guidelines**

1) Photos and videos of students, staff, and visitors may be published, unless the district has received a written request or "Student Photo, Work and Name Use Refusal" form from a parent/guardian. Individual students may be identified. Photos may be identified by group name, i.e. "Mr. Smith's class" or "RHS Football team".

2) Unless a parent/guardian has submitted a written request or "Student Photo, Work and Name Use Refusal" form, student work (stories, poems, artwork) can be posted on the district web site. Student work on the web site should be identified only by a first name, first name and last initial, or an alias.

3) Students' first and last names may be published on the web site for achievement and recognition (i.e. award winners, honor roll, etc.) unless the parent/guardian has completed and submitted the District's "Student Photo, Work and Name Use Refusal" Form.

4) Biographical information (i.e. address, phone number, age, personal email address) about students, parents/guardians, staff, and volunteers (unless permission is given) is not permitted to be published on District web pages.

5) Links to appropriate Internet web sites (example: Dept. of Education, Timberland Library, National PTA) may be included on web pages. The following disclaimer must be posted on any page with Internet links:

**Disclaimer: The links on this page are considered appropriate for students, however the district cannot be held accountable for the content of pages beyond the district site.**

6 ) Prior to publishing a new web page, it must first be approved by the District Office and/or the Building Principal. The building level principal or the appropriate administrator shall approve updates and maintenance of previously approved pages.

7) Copyrighted materials may not be posted unless prior permission from the author(s) is secured in writing. Credit (web address, logo, active) may be provided to companies with prior approval of technology or communications departments.

8) External links to commercial sites must be pre-approved by the technology or communications departments. Links to personal home pages created by students, staff, or volunteers/visitors are not permitted. Links to sites that would be prohibited under the Acceptable Use Policy for Technology Resources are also not permitted.

9) After receiving approval from the building principal, or other appropriate district administrator, district-wide or special announcements for the Rochester School District web site should be provided via email or hard copy to the District Administrative Office. The District Web Manager will make the necessary arrangements for approved files to be uploaded to the district server.