

## School Web Site Content

### Section A Content of Web-Based Information

Some of the advantages of having a school or classroom Web site are the ability to publish student work online, and increased communication between the teacher, parent, and student. We want to share the exciting projects and activities going on in our classrooms with other people. We like to give recognition to our students and give their class work a context in the real world. However, we need to balance that enthusiasm with common sense centered around student safety. The following are guidelines for including Web based information in Beautiful Plains School Division Web pages.

1. Content related to sensitive personal information about any student will not be part of the Web site, unless it is password-protected for viewers who are on a need-to-know basis.
2. Content related to sensitive personal information about any staff member will not be part of the Web site, unless written permission has been given by the staff member. Permission is not needed to include full name and grades/subject(s) taught. All other personal information about any staff member will not be part of the Web site, unless written permission has been granted, or it is password-protected for viewers who are on a need-to-know basis. Under special circumstances, a teacher may request that ALL personal information be omitted from Division and/or School web site.
3. Content that is obscene, inflammatory, harassing, hateful, or insulting to any person, ethnic group, or gender will not be a part of the Web site.
4. Care will be taken that information on the schools' Web sites does not jeopardize student safety.
5. For profit content will not be a part of the Web site.
6. Web pages shall not allow readers to contact any student directly.
7. Personal homepages for staff and students are not permitted on the division's server. Personal means "about the author". Staff or students may create pages to present students' work.
8. Pages may not be linked to staff or student's personal web pages.
9. There are many online sites where teachers can host class web pages. Teachers may choose to use these sites following all division guidelines. These class pages must link from the school's web site.

The following examples are provided only for the purpose of illustration, by no means are they to be construed as all-encompassing.

#### **Examples of Appropriate Public Information Content**

School calendars, student and staff announcements, athletic team schedules and results, extra-curricular activities, student learning activities, lesson plans, school-related community involvement, Parent Council information, school news, and so on.

#### **Examples of Inappropriate Public Information Content**

Student addresses, e-mail address, and phone number, commercial endeavors, student pictures with full names, personal home pages for staff or students that provide personal information, interests, hobbies, pictures, etc.

#### **Examples of Password-Protected Information Content**

Class lists, student schedules, student grades, test scores, attendance records, discipline records, and health records.

## **Section B**

### **Web Content Related to Photographs and Video**

Many schools are concerned about posting photographs or videos of students on their Web sites. This concern is genuine, especially for younger students. However, BPSD believes that the benefits of posting student photos or videos outweighs the disadvantages, provided certain guidelines are followed:

1. Parents will be notified at the beginning of each school year that student pictures may be posted on a school approved site following policy guidelines. Students might also appear in videos created by the school and posted to a school approved site following policy guidelines. The responsibility is on the parent to contact the school if they do not want their students appearing in video or pictures on the web. (Examples would be online newsletters, picture of the curling team without names identified, band pictures without names identified)
2. Picture captions shall identify the activity or class, not the individual students in the photo. Picture captions will not include first and/or last names of students.
3. Never match student photos with personal essays like biopoems or biographies.
4. Best to use group shots or distance shots of students engaged in work. Good idea to crop photos to remove the face when appropriate.

## **Section C**

### **Web Content Related to Student Work**

The following guidelines should be used when posting any student work on a school approved Web site:

1. Generally, only exemplary student work shall be considered by staff members for posting. Every staff member has the authority and responsibility to determine whether or not student work is exemplary.
2. Parents will be notified at the beginning of each school year that student work may be posted on a school approved site following policy guidelines. The responsibility is on the parent to contact the school if they do not want work belonging to students on the web.
3. Student work will be identified by first name or by alias only .
4. Any parent or guardian who wishes to have a student's work removed from any school's Web site should contact the School Administrator for that page.

## **Section D**

### **Web Page Identification**

Because each staff member has the privilege and responsibility of determining whether or not content is appropriate for the school Web site, there are certain pieces of information that must be included on Web pages hosted by our division. The following outlines the required information:

1. The school name shall be prominently displayed at the beginning of each page.
2. A title (headline) that describes the content should be prominently displayed at the beginning of each page.
3. The date that each page was posted must be included near the end of each date-sensitive page.
4. The name of the staff member responsible for the page and/or his/her position at the school must be included near the end of the first page in a "multi-page web."
5. If it is a page created by a student that is related to a class assignment or project, the responsible teacher's name or position, the first name of the student, date of the project, and the class for which

the page was created must be included near the end of the first page in a “multi-page” web. No other information about the student should be included.

6. A declaration of copyright ownership for page content and student work. This will consist of a statement at the bottom of the page like, “Copyright © 2008 Beautiful Plains School Division. All rights reserved.”
7. On pages not hosted by the school division’s server, every attempt must be made to include the above information.

### **Section E** **Student Use of Web 2.0 or the “Read/Write” Web**

There are many online sites where students can create meaningful content to demonstrate understanding of curriculum content. Teachers may choose to allow students to demonstrate understanding using one of these sites with the following guidelines.

1. The teacher must approve the use of the site.
2. When creating web 2.0 accounts to use for school purposes, students identity must be protected. This means they should use a school appropriate alias if accessibility to the site is not restricted.
3. The student will inform the teacher of the site. The teacher will be able to access the content.
4. Content that is obscene, inflammatory, harassing, hateful, or insulting to any person, ethnic group, or gender will not be a part of the Web site.
5. Content related to sensitive personal information about any student will not be part of the Web site.
6. Pictures of students on this site must follow division policy. (Section B)

## Example of a newsletter or newspaper article explaining the policy to parents

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To clarify, it is our policy and practice to identify students' work by first name, alias or class only. Students last names, phone numbers, and addresses will NOT be published.

It is possible that your child's work may appear on a school sanctioned web page. As stated, this work will be identified by the child's first name or alias only. If you have concerns about this or would like clarification, please contact the principal of your school.

It is possible that your child's picture may appear in a photograph or video on a school sanctioned web page. It is our policy to NOT identify students by name when their picture appears on the school sanctioned web pages. For example, a caption may read, "Mr. Smith's class creating castles". Students will not be identified by first or last name.