

Westfield Public Schools Web Publishing Guidelines for Staff

District, school and teacher web pages provide educational opportunities for students, teachers and the community by showcasing information relating to the district, the schools, curriculum, instruction, school authorized activities, and other general information relating to the district and its mission. Staff members may voluntarily create and publish web pages on the School District's Website, provided that the material published is for educational purposes only.

The following guidelines must be adhered to when publishing.

1. Responsibility:

- School websites and all that they contain are the ultimate responsibility of the building principal.
- Each teacher is responsible for the content on his/her website including spelling, grammar and updating of information posted.
- School webmasters will assist staff and students in designing and posting projects and pages.
- Pages will be regularly reviewed and changes may be required to meet District rules.
- The District reserves the right to remove any content that is non-compliant with District policies or web standards.

2. Purpose:

- All pages must be curriculum or school related.
- No personal student or staff homepages or links to those pages are allowed on District websites.

3. Required Information:

- All pages must have school contact information including: Teacher name, school name & school address (no personal information such as personal email, cell phone number, etc. can be posted).
- Web pages must link back to appropriate points on the district or school web pages.
- Credit sources for all graphics and text.
Page created by Mary S.; Images from Microsoft products.
- Post the date of the last page update.

4. Publishing Staff/Student Work:

- Parental permission **must** be obtained for the publishing of student work at each grade level.
- **Unidentifiable** photos of K-12 students may be published on school websites, illustrating student projects and achievements.
- **Unidentified** photos (face clearly visible, no name) of K-12 students may be published on school websites, illustrating student projects and achievements, with parent permission.
- Student work in grades K-12 is published with first name only.
- Published documents cannot include the following personal information last names, personal phone numbers, addresses or personal email addresses for student or staff. Staff will be identified by name, school, grade or position and district email address.

5. Internet Links:

- Carefully select for relevance to curriculum and appropriateness to school setting.
- Include brief description of the site or its intended use.
- Link to sites without advertising if possible.

- District, school or classroom web sites may not link to any personal pages that individuals may have with other Internet Service Providers, to personal matters including any political or religious affiliation or to commercial concerns and/or ventures of faculty, staff, parents or students are not permitted.
- Any page that leaves the WPS website must have this disclosure statement:

Links to Third Party Sites

Links in this area will let you leave the school district site. The linked sites are not under the control of the district, and the district is not responsible for the contents of any linked site or any link contained in a linked site, or any changes or updates to such sites. The district is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement of the site by the district.

- Remove or replace broken links and update on a regular basis.

6. Web Standards:

- Pages must load quickly, on and off site.
- All pages must have correct spelling and grammar.
- Content is worthwhile. Emphasize content over glitz.
- Follow the *WPS Accessibility Guidelines for Web Pages*.
- Web pages should be designed for clarity, easy navigation, readability and strive for high quality in both style and presentation.
- The pages will have a congruent format established by the district.
- Server space and network performance must be considered when developing and publishing web pages. Flash video, large graphics and/or multiple graphic images should be kept to a minimum.
- Publications including text, images, sounds, and hyperlinks to other websites must include a statement of copyright when necessary and appropriate, and must indicate that permission has been secured when including copyrighted materials.
- Web pages should be maintained on a regular schedule. This includes checking to make sure the links on your website still work.

The District's Wide Area Network or School Committee approved sites are the only vehicles to be used to upload web sites.

I have read my responsibilities and will adhere to the district web publishing guidelines.

Teacher's signature

Date

Teacher's printed name

First Reading: October 5, 2009
 Second Reading: October 5, 2009
 Adopted: October 5, 2009