

# Williamson County Board of Education Procedures and Guidelines

Rev. 3/24/08

4.407p

WEB PUBLISHING PROCEDURES  
(Page 1 of 2)

Williamson County Schools in accordance with Board policy 4.407 has outlined procedures for web page development and distribution to ensure compliance with federal, state and local policy.

All teachers, students and other staff members are encouraged to develop and utilize web pages for the support of curriculum and instruction, provide public information, or to provide district technology support. The following procedures outline appropriate steps for web page development.

## Responsibility

1. WCS employees and students developing or publishing web pages shall abide by the WCS Computer Guidelines.
2. Web sites developed under contract for the school district or within the scope of employment by district employees are the property of the school district.
3. The Williamson County Schools web site is the official site for the school district. All school business will be conducted on the official web site following the guidelines for publishing. School business may not be posted or conducted on other web sites. This would include but not be limited to school bands, individual classrooms, school-sponsored clubs, and athletic activities.
4. Each school is responsible for obtaining and maintaining a completed Acceptable Use, Media Release and Internet Safety Guidelines prior to posting any student's name, picture, art, written work, voice, verbal statements or portraits (video or still) on the school's web pages.
5. Each school is responsible for the development and update of school web pages.
  - The principal at each school is ultimately responsible for the school web page including content and the communication of these guidelines. Any staff member authoring a web page shares in the responsibility of content and accuracy with the Principal.
  - The principal and teacher are responsible for any web pages by students. At no time will files be published that are submitted directly to the webmaster by students.
  - The management of the district Internet and Intranet site will be the shared responsibility of the Information and Instructional Technology Departments. The webmaster and web administrators at each school and the district webmaster are responsible for ensuring that all publications are updated as necessary to maintain accurate and current content. This includes but is not limited to the regular review, testing, and modification of all links and the withdrawal of any files or folders that become inaccurate or irrelevant. Documents should be constructed to allow for clarity, readability, and a reasonable amount of time for loading. Each school will establish a plan for regular review.
  - The Instructional Technology Department and the Information Technology Department shall work collaboratively to support school webmasters.

## Web Content Requirements

1. All external links published to the Williamson County School's web site shall include the following disclaimer: *These linked sites are not under the control of WCS, and the district is not responsible for the content of any of these linked sites or any link contained in a linked site, or any changes or updates to such sites. These links are offered to you only as a convenience, and the inclusion of any link does not imply endorsement of the site by our district.*
2. All publications must include the statement: *Williamson County Schools does not discriminate on the basis of race, color, religion, national origin, sex, disability or age.*
3. Only personal information allowed by the Parental Consent Form may be posted to the website.

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(Page 2 of 2)

4. All publications must comply with all policies and regulations of the district and all state, federal, and international laws concerning copyright, intellectual property and use of computers. Material on the web site shall be either original to the school, in the public domain, or posted with the express permission of the rightful owner. This includes but is not limited to text, graphics, pictures, video, sounds, music, characters, logos and trademarks. Publications must include a statement of copyright when appropriate and indicate that permission has been secured to include copyrighted materials.
5. All content must be appropriate, decent, in good taste, and not intended to harass or demean individuals or groups.
6. Correct grammar and spelling should be used with the following exception: original work may be published with grammatical and spelling errors if the disclaimer "Student's Unedited Original Work Submitted on (Date)" appears at the top of the student showcase pages.
7. All pages must include the Uniform Resource Locator (URL) for users printing the page and present information in such a way that it is understandable to text-only users.
8. The first page of all school web sites must provide a link to the Williamson County Schools' district page.
9. The homepage for each site should reflect the date of the last update.
10. All publications must include the e-mail address of the person maintaining the page.
11. Image files should be no larger than 500kb.
12. Only active files on the developed website may be stored in the website folder.
13. File and folder names are to be 12 characters or less with no spaces in the name.
14. Links to student e-mail accounts are prohibited.