

Williamson County Board of Education

**Adopted Date:**

7/21/03

Rev. 5/18/09; Editorial

6/3/14; 5/18/15

4.407

DISTRICT AND SCHOOL WEBSITES**1 CONTENT STANDARDS**

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3 The Board authorizes the creation of school and/or district websites. Only those websites maintained in
4 accordance with Board policy and established procedures shall be recognized as official representations of
5 the district or individual schools. All information on school or district websites and third party links, must
6 accurately reflect the mission, goals, policies, programs, and activities of the school and district.

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8 All material on school websites shall be either original to the school, in the public domain or posted with the
9 express permission of its rightful owner. This includes but is not limited to text, graphics, pictures, video,
10 sounds, music, characters, logos, and trademarks. Website publications shall follow all applicable copyright
11 laws and guidelines.

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13 Websites and all content developed under contract for the school district or within the scope of employment
14 by district employees are the property of the school district.

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16 PRIVACY STANDARDS

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18 Special care shall be taken to protect the privacy of students and staff. Websites may only include personal
19 information regarding a student as permitted by the Family Educational Rights and Privacy Act (FERPA). No
20 confidential information shall be published on or linked to the website.

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22 WEBSITE DESIGN

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24 The Superintendent of Schools or designee shall create administrative procedures for development of
25 websites that include content, quality and consistency standards. The Superintendent or designee shall
26 designate an individual(s) to be responsible for maintaining the official district website and monitoring all
27 district website activity and content. Each Principal shall make such designation for an individual school.
28 That designee shall be responsible for the school website from July 1 – June 30 per supplemental contract
29 agreement.

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31 CONCERNS / COMPLAINTS

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33 As with any instructional materials or publication used by or representing the school or district, the school
34 Principal or Superintendent of Schools, respectively, is ultimately responsible for accuracy and
35 appropriateness of the information made available on the website. Concern about the content of any page(s)
36 created should be directed to the Principal or the Superintendent's office when related to the district website.
37 If the concern is not resolved, persons who wish to file a formal complaint shall submit a written request for
38 reconsideration of material per Board Policy 4.403.

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40 (Refer to procedures)

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Legal Reference:

42 20 U.S.C.A. 1232 g (a)(5)(A)(B)

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Cross References:

4.403 Reconsideration of Instructional Materials/Textbook

4.404 Use of Copyrighted Materials