

Community Relations

District and School Web Sites

To enhance communication with students, parents/guardians, staff, community members and the public at large, the Board of Education encourages the Superintendent or designee to develop and maintain District and school web sites. The use of District and school web sites shall support the District's vision and goals and shall be coordinated with other District communications strategies.

The Superintendent or designee shall establish design standards for District and school web sites in order to maintain a consistent identity, professional appearance, and ease of use.

The Superintendent or designee may establish standards for the design of District and school web sites in order to maintain a consistent identity, professional appearance and ease of use.

Staff and students may submit materials for web site publication to the District or school webmaster who shall ensure that the content adheres to District guidelines and policies.

The District's design standards shall address the accessibility of District-sponsored web sites to individuals with disabilities, including compatibility with commonly used assistive technologies.

Guidelines for Content

The Superintendent or designee shall develop content guidelines for District and school web sites and shall assign staff to review and approve content prior to posting.

Board policy pertaining to advertising in District and school publications, as specified in BP 1325 - Advertising and Promotion, shall also apply to advertising on District and school web sites.

Privacy Rights

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on District and school web sites.

Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on District or school web sites.

Because of the wide accessibility of the Internet and potential risk to students, photographs of individual students shall not be published with their names or other personally identifiable information without the prior written consent of the student's parent/guardian.

Photographs of groups of students, such as at a school event, may be published provided that students' names are not included.

BP 1113(b)

Staff members' home addresses or telephone numbers shall not be posted on District or school web sites.

The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on District or school web sites without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24)

No public safety official shall be required to consent to the posting on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation, or harm to the officer or his/her family. (Government Code 3307.5)

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on District or school web sites.

Legal Reference:

EDUCATION CODE

35258 Internet access to school accountability report cards

48907 Exercise of free expression; rules and regulations

48950 Speech and other communication

49061 Definitions, directory information

49073 Release of directory information

60048 Commercial brand names, contracts or logos

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

6254.21 Publishing addresses and phone numbers of board members

6254.24 Definition of public safety official

11135 Nondiscrimination; accessibility to state web sites

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

UNITED STATES CODE, TITLE 29

794 Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites

UNITED STATES CODE, TITLE 42

12101-12213 Americans with Disabilities Act

CODE OF FEDERAL REGULATIONS, TITLE 16

99.1-99.67 Family Educational Rights and Privacy

ORANGE UNIFIED SCHOOL DISTRICT
Orange, California

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