

Springboro Schools

Website and Social Media Publishing Guidelines

November 20th, 2017

The Springboro Community City School District (The District) recognizes the value of web sites and social media tools as a communications and educational tool. The District's website has been created in a way which will allow district staff and, in some cases, students to share in the creation and maintenance of specific sections of the website. The District's social media content will be posted and maintained by the District Communications office, but will offer district staff and students the opportunity to submit content to be posted. Thus, it is important that staff, students, parents, and community members understand the purposes of the District website and social media channels, the expectations for their use, including limitations and restrictions.

Purposes and Expectations (Website)

The primary purposes of the Springboro Community City School District website (www.springboro.org) include:

- To support the District's goals;
- To provide the community with information about the District and its schools (e.g., policies, curricular and extra-curricular programs, opportunities for students, student and staff achievements, calendars, schedules, operations);
- To provide students, families, staff and the community access to tools and supports for learning;
- To facilitate feedback from students, families and the community;
- To serve as communication tools to foster student, parent, and community involvement in District-level, building-level, department-level, or classroom specific activities and projects: and
- To provide easy access to links to other independent websites or resources that may provide valuable information for our staff, students, parents, and community members.

Purposes and Expectations (Social Media)

The primary purposes of the Springboro Community City School District social media channels include:

- To support the District's goals;
- To provide the community with information about the District and its schools (e.g., curricular and extra-curricular programs, opportunities for students, student and staff achievements, calendars, schedules, operations)
- To provide students, families, staff and the community access to tools and supports for learning;
- To facilitate feedback from students, families and the community;
- To serve as communication tools to foster student, parent, and community involvement in District-level, building-level, department-level, or classroom specific activities and projects: and
- To provide easy access to links to other independent websites or resources that may provide valuable information for our staff, students, parents, and community members.
- Policies or information related to crisis management (deemed by SCCSD administration) will not be shared through the district's social media channels.

Standards

Certain standards will govern the posting of information on the District's web site and social media channels:

- Web pages or social media channels must serve one or more of the District's stated purposes or goals;
- Web page and social media content and construction must comply with all applicable federal, state and local laws as well as District policies;
- Web pages and social media content must comply with the Acceptable Use Policy (AUP) of the District, and each person granted access to post information on the website must have a signed acceptance of that policy on file, updated annually.
- Web pages and social media channels must reflect high standards of content, design, and must comply with the district logo and design standards. (<http://www.spr.k12.oh.us/logo>)
- The District web site and social media channels may not be used for any non-school related commercial promotional activity. Neither staff nor students may publish personal web pages as part of the District web site.
- Alternative websites or social media channels may not be created to conduct district, school, club or group business or activities without prior written

- permission from the Superintendent or designee.
- The Superintendent has final authority over the district website and procedures to ensure compliance with District standards and expectations.
 - The Communications Office and Technology Department share the responsibility for developing and implementing procedures to support the Superintendent.

Definition of Roles and Procedures: Social Media

- Social media, for the purposes of these administrative guidelines, includes various communications programs or applications that allow users to create and share content. Many such applications allow users to post comments, photos, or other content immediately without any prior review or moderating. As such, the content created is immediately visible to the public or to some subset of the public. Due to the immediate, un-moderated, and responsive nature of social media, the Communications Office or Department will have sole responsibility for posting and maintaining social media for the District and for any and all sub-units of the District. Examples of social media are Facebook and Twitter. Only individuals who have a signed copy of the District's Acceptable Use Policy on file may be granted access to create, add or delete content, or maintain the district's social media content.
- **Social Media Supervisors:** Communications staff members, as directed by the Superintendent, will serve as Social Media Supervisors. They will create Facebook pages/events/groups, Twitter account(s), and other public-facing social media applications for the district, posting appropriate terms and identifying details. Supervisors will establish a process for district personnel and students to submit information, will review such information, and post information if it is deemed to be valuable to the community and within the district's interests. This process will be reviewed periodically (and modified if needed) by the District Communications Committee.
- Supervisors and their designees will routinely monitor posts and other activity. Supervisors will research and respond to posts as appropriate; remove posts which do not comply with the published "Terms of Use," and will block posts by those who repeatedly post inappropriate content.
- If alternative websites or additional social media channels are approved by the Superintendent, the District Social Media Supervisors will work with the approved department or group to create, maintain, and monitor such channels.
- **Social Media Contributors:** Schools, departments, student groups and others are encouraged to develop and submit content for sharing through the district social media sites. The process for submitting information (mentioned under Social Media Supervisors, above) will facilitate contributions from throughout the district.

Definition of Roles: Website

To effectively meet these expectations, many people will be involved in creating web pages, adding and deleting content, and maintaining the website. Only individuals who have a signed copy of the District's Acceptable Use Policy on file may be granted access to create, add or delete content, or maintain the website. Individuals will be granted permission and trained to accomplish these activities. The District has defined five (5) levels of permission (responsibility) and training as follows:

1. Webmaster

The District will designate and train webmasters to assist staff, facilitate training, and conduct overall maintenance. Webmasters must be regular district employees or a Superintendent Designee. Webmasters will have the full access to add or delete pages, content, and links.

Webmaster will have the responsibility to add or delete accounts and access for Web Administrators and Web Contributors. Webmasters are responsible for developing training materials, scheduling and leading training sessions, and helping to guide development of procedures to ensure the website meets its purposes and expectations.

2. Web Administrator

Each District Support Department and School Building is expected to designate a Web Administrator to be responsible for the content of a section of the District website. Web Administrators must be regular district employees or individuals designated by the Superintendent. Web Administrators will be responsible for the overall content of departmental or school building pages and:

- will designate additional staff (Web Contributors) who will be trained and permitted to create or modify selected web pages.
- are responsible for oversight of Web Contributors;
- are responsible for removing inappropriate content and for follow-up if inappropriate content is submitted.
- will approve content before publishing it to the live website.

3. Web Contributor

Web Contributors will be trained and granted permission to create and modify certain pages which pertain to their activity. For instance, a staff member who manages a program such as adult education could manage the appropriate part of the website, or the advisor for an extracurricular activity, such as student government, could create and modify pages for that activity.

4. Teacher

All Teachers may have a teacher page on the District website. After training, each Teacher will have access to modify this page, but not to add pages. (to add pages, Teachers need to be granted permission by their building's Web Administrator to become a Web Contributor).

5. Student

Student-created content must be posted to a classroom, building, sanctioned club or other page by that page's Teacher, Web Contributor, or Web Administrator. The District's expectation is that some students, such as those working on school newspapers, class projects, or approved extracurricular activities may create content appropriate for publishing. The supervising Teacher, Web Contributor, or Web Administrator is responsible for training and supervision of the students and is responsible for posting the material for the Web Administrator to review, approve, and publish.

Students who create content and/or are featured on student-created websites should not be identified by full name unless there is a valid educational or administrative reason to do so. First names or initials are preferred.

The student-created content must be identified as student-created content with the appropriate disclaimer: *"This is web page contains information developed by our students as part of their class (or extra curricular) work. Opinions expressed on this page do not necessarily reflect those of the District."*

Website Role	Granted access by	Edit or Add?	Publish (live site)
Webmaster	Director of Tech and Communications Consultant	Edit, Add, Publish	
Web Administrator	Building or Department Head; Webmaster	Edit, Add, Publish	
Web Contributor	Web Administrator; Webmaster	Edit, Add Submit to Web Admin for Approval and Publication	
Teacher	Web Administrator; Webmaster	Edit, Submit to Web Administrator for Approval and Publication	
Student/Other	Limited access through Teacher, Web Admin, or Webmaster	Edit, Add – submit first to Teacher or Web Admin for Approval and Publication.	

Procedures for District Website Development and Maintenance

A. Criteria for Creation of District Website and Web Pages

In addition to compliance with other Board Policies and Regulations, web pages posted on the District's web site must adhere to the following criteria:

- > A web page may be posted for educational, communications and/or promotional purposes by:
 - District administration;
 - a District-sanctioned student organization, extra-curricular group or athletic team;
 - a District or building-level sanctioned committee;
 - an instructional department;
 - a classroom teacher for his or her classroom;
 - a District-wide or building level recognized parents' organization or other District recognized group.
 - a Board Committee;
 - District-Community Partnerships;
 - District-recognized supporting organizations
 - Other groups or functions as determined by the Superintendent

Neither District employees nor students may publish personal web pages as part of the District's web site.

B. Web Page Creation and Maintenance

A web page must be sponsored (created) by a member of the District staff or administration who will be responsible for its content and maintenance. The sponsor is responsible for ensuring that he or she, and any others contributing to his or her web pages have the necessary technical training, remain current on this training, and that they fully understand and adhere to District policies and regulations.

All Web page sponsors are responsible for creation and maintenance according to the following:

- Web pages must be designed to protect students, families, District employees and any other persons from unwanted disclosure of personally identifying information.
- Web page sponsors must take appropriate efforts to comply with "do not photograph" requests which students or families have provided (in writing) to the district.
- Web pages may include faculty or staff names if applicable, and student names, if applicable, but individuals should not be identified by full name unless there is a valid educational or administrative reason to do so. Web pages may not include home telephone numbers or addresses, home e-mail addresses or other private identifying information.
- Web pages may include individual or group photographs, audio or video clips, but individuals should not be identified by full name unless there is a valid educational or administrative reason to do so. First names or initials are preferred.
- Web pages may not be used for any non-school related commercial, for profit or not-for profit promotional activity. Web pages may mention such organizations only in the context of school programs that have a direct relationship to those organizations (e.g., sponsorship of an activity, student

- community service project).
- Links to non-District web sites are allowed as long as those sites are consistent with the purposes of the District web site and District standards. However, the District link must contain a disclaimer indicating the user is leaving the District web site and that the linked material has not necessarily been reviewed or approved by the District.
- All web pages must conform to the standards for appropriate use found in the District's Acceptable Use Policy.
- All web pages with student-generated content shall include the following notice: *"This is web page contains information developed by our students as part of their class (or extracurricular) work. Opinions expressed on this page do not necessarily reflect those of the District."*
- All web pages must be approved through the designated publishing process, to ensure oversight by the appropriate Web Administrator, before being posted (published) to the District's live Web site.
- Questions about appropriate content should be directed to the District Communications Office, 937-505-2805.

C. Student- Created Content on District Website

The District recognizes the educational value of students creating and updating webpages, blogs, wikis, etc. Web pages with student-created content (text, photos, videos, artwork) may be created and linked to teacher pages or to building or departmental pages. The following rules are in addition to the rules stated above for any other district web page.

- No students may be given access to publish content onto a classroom or teacher's web page.
- Pages with student-developed content may be unique pages, which may be linked to a classroom page. However, the teacher must first be trained as a Web Contributor to gain permission to create such pages.
- Pages with student posted content shall each carry the *disclaimer* *"This is web page contains information developed by our students as part of their class (or extracurricular) work. Opinions expressed on this page do not necessarily reflect those of the District."*
- The District retains the right to add content to clarify the student content, to modify the content, or to remove the content.

D. Consequences for Non-Compliance

- Web pages that do not comply with these criteria are subject to revocation of approval and modification and/or removal from the District's web site.
- Students posting non-approved or inappropriate material on the District's web site are subject to suspension or revocation of access to the District's technology and the imposition of discipline under the District's code of conduct. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities.
- Faculty or staff posting non-approved or inappropriate material on the District's web site are subject to suspension or revocation of access to the District's technology and the imposition of discipline in accordance with the applicable collective bargaining agreement, if any, and applicable laws, rules and regulations. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities.

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E. Process for Approval (Publishing)

Updates to the district pages or additional tabs or pages which are linked directly to the district home page are the responsibility of the Webmaster and Communications Office. Individuals who would like to request new pages at this top level of the website should contact the Webmaster or District Communications Office.

Each support department and each building which is linked to the District home page has a landing page, and each department or building must designate a Web Administrator for this landing page and the pages which link directly to it. Web Administrators' editing actions are published to the active (live) website when they are saved.

Web Administrators may also designate Web Contributors (see Definition of Roles, above) Web Contributors editing actions, when saved, are sent to the designated Web Administrator and Webmasters. The Web Administrator must review the Web Contributors added pages or edits, and if they are acceptable, the Web Administrator then publishes the edits to the live website. (The Web Administrator may make changes or contact the Web Contributor to make changes if the page is not acceptable as originally submitted.)

Once a new page is published, the Web Contributor (and Web Administrator) is responsible for timely updates of its content. If the page needs to be removed, the Web Contributor should indicate that to the Web Administrator, who will remove the page.

F. Changes to Approved (Published) Web Pages

Once a page has been approved for posting on the District's web site, the sponsor may make changes to keep information current and/or responsive to changing curricular or co-curricular needs as long as the general nature and content of the page remains the same. Changes to the purpose, nature or general content of the page must be submitted through the approval process **prior** to the change being made. The sponsor will be responsible for ensuring that all changes in an approved page are in compliance with all applicable laws and District policies.

G. Oversight

The Superintendent or his/her designee shall have the authority to approve or deny the posting of any proposed web page on the District's web site based upon compliance with the terms and conditions set forth in this document.