

1 Consistent with policy 3225/4312/7320, Technology Responsible Use, and in an effort to further
2 the school system’s objectives, the [Transylvania County Board of Education \(the “board”\)](#)
3 encourages the use of the Internet as a means of providing accessible, accurate, and timely
4 information for employees, students, parents, and others in the larger community. The Internet
5 affords the school system the opportunity to communicate with its communities by posting
6 pertinent system and school information online. The school system has established its system
7 website online at <http://www.tcsnc.org/>. The school system website is the official website of the
8 school system. In addition to this website, individual schools and departments may create
9 system-related school websites. This policy provides the standards that must be followed for
10 development of all system-related websites. Failure to comply with this policy may result in the
11 removal of a web page or website from the Internet.

12 13 **A. SYSTEM-RELATED WEBSITE**

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15 A “system-related website” is any Internet website that is established in one of the
16 following ways:

- 17
18 1. by school system employees or students on behalf of the system;
- 19
20 2. by any school within the system;
- 21
22 3. by any school-sponsored club or organization within the system; or
- 23
24 4. by students as part of an educational assignment.

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26 Only those websites that are created pursuant to this policy are considered system-related
27 websites. The board does not endorse and is not responsible for websites created by
28 employees, students, or others outside of the standards and guidelines of this policy.
29 Students or employees who create personal websites that result in a substantial and
30 material disruption to the school environment may be subject to disciplinary action.

31 32 **B. STANDARDS FOR WEB PAGE DEVELOPMENT**

33 34 **1. Non-Public or Closed Forums for Expression**

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36 All system-related websites are “non-public” or “closed” forums for expression.
37 This means that the system has control over information on such websites and is
38 not required to allow students, teachers, or others to place material on system-
39 related websites. The purpose of system-related websites is to disseminate
40 curriculum-related information; to present the public with information about the
41 system, its schools, and its programs; and to provide the community with each
42 school or department’s mission, contact information, activities, organizational
43 format, and instructional program. System-related websites are analogous to
44 newsletters from the administration or the individual school. System-related

45 websites are not analogous to a student newspaper or a non-school publication.

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47 **2. Administration and Editorial Control**

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49 All employees responsible for creating, developing, maintaining, editing, or
50 approving a system-related website shall act legally, responsibly, and ethically in
51 providing educational resources and information to support the mission and
52 curriculum of the school system. Such persons shall abide by the generally
53 accepted rules of website etiquette, board policy, and regulations established by
54 the superintendent or designee.

55
56 **a. Superintendent Final Authority**

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58 The superintendent or designee may delegate authority to place
59 information on a system-related website; however, the superintendent has
60 the final authority to approve or disapprove any information in whatever
61 form on any such system-related websites.

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63 **b. School System Official Website**

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65 The superintendent or designee has editorial control and responsibility for
66 the content of the school system official website. The superintendent shall
67 appoint a staff member to serve as the web manager/ editor of the system
68 website.

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70 **c. Individual School Websites**

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72 Each school will be provided with a web address, web design software,
73 and disk storage space ~~on the system server~~ for publication of website
74 content. All system-related websites will be housed on ~~the system web~~
75 servers or hosted by providers specifically approved for such purpose by
76 the superintendent or designee. Each principal has editorial control and
77 responsibility for the content of his or her individual school's official
78 website, subject to review of the superintendent or designee. The
79 principal may appoint a staff member to serve as the web manager of the
80 school's website and a website committee to advise the web manager and
81 principal regarding the content of the school's website. Individual school
82 websites must comply with the additional guidelines provided below.

83
84 **d. Teacher and Student Websites**

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86 Each teacher has editorial control over and responsibility for the content of
87 his or her official website and for the content of his or her students'
88 authorized websites, subject to review by the principal, the superintendent

89 or designee, and the board. With the knowledge and written consent of a
90 student's parent or guardian, a teacher may allow a student to create a
91 website within or linked from a school's or teacher's website only for the
92 following instructional purposes: (1) to teach a student how to create or
93 maintain a website or (2) to facilitate a student's work on school
94 assignments or research projects. No student pages may be posted or
95 made accessible to the general public until approved by the principal or
96 designee.

97
98 **e. Personal Websites**
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100 The school system is not responsible for personal websites or web pages
101 created or maintained by students, employees, parents, groups, or
102 organizations. Personal websites or web pages are not considered system-
103 related websites or web pages and are not covered by the provisions of this
104 policy. (For further information regarding personal websites, see policy
105 7335, Employee Use of Social Media, and Section F of policy
106 3225/4312/7320, Technology Responsible Use.)
107

108 The superintendent may use any means available to request the removal of
109 personal websites or web pages that substantially disrupt the school
110 environment or that utilize school system or individual school names,
111 logos, or trademarks without permission.
112

113 **3. Website Appearance and Evaluation**
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115 Web page content must be kept current and be maintained regularly. All system-
116 related websites must include the name of the web page author, the date produced
117 or revised, and the e-mail address of the author. The superintendent or designee
118 (for the official system website) or the principal or designee (for individual school
119 websites) must regularly review, proof, and evaluate all system-related websites.
120

121 **4. Copyright Laws**
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123 No information or graphics may be posted on websites in violation of any
124 copyright laws or policy 3230/7330, Copyright Compliance. Copyright
125 permission must be obtained for the use of any copyrighted material unless use is
126 permitted as "fair use" under federal law. The superintendent or designee and
127 each principal or designee is responsible for maintaining copies of permission
128 granted for the use of copyrighted material.
129

130 **5. Links**
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132 **a. Internal Links**

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134 Each page of a system-related website must include a reference and
135 hyperlink to the school system official website home page. In addition, all
136 system-related websites must include a link to this policy and to policy
137 3225/4312/7320, Technology Responsible Use.

138
139 **b. External Links**

140
141 The superintendent and designee have editorial control over and
142 responsibility for the linking of a system-related website to other sites on
143 the Internet that are appropriate to the mission of the school system. Links
144 to external sites (including externally hosted teacher classroom sites) must
145 be approved by the principal. If required, web managers must obtain
146 permission from external websites before links are established from any
147 system-related website to external websites. To the extent possible, school
148 personnel shall determine the extent to which a secondary site is linked to
149 other sites on the Internet and whether such sites are appropriate for access
150 through the school system websites. Web managers shall periodically
151 check external links for accuracy and appropriateness of content. School
152 employees must report any inappropriate links to the web manager.

153
154 Since the school system cannot control the content of other sites on the
155 Internet and their linkages, the following disclaimer statement must be
156 inserted in a prominent position on the official system website, on each
157 school's web page and on other system-related websites that contain links
158 to other websites or web pages that are not system-related websites:

159
160 *The school system Transylvania County Schools retains control*
161 *over what links will be placed on system-related websites;*
162 *however, the linked sites themselves are not under the control of*
163 *the school system, its agents, or its employees. The school system*
164 *is not responsible for the contents of any linked site, any link*
165 *contained in a linked site, or any changes or updates to such sites.*
166 *The school system provides links as a convenience, and the*
167 *inclusion of any link does not imply endorsement of the site by the*
168 *school system. The school system reserves the right to remove or*
169 *restrict any links appearing on sites under its operation.*

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171 **c. Links to Personal Pages**

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173 School websites or web pages may not contain links to personal web pages
174 of students or employees or lists of personal web pages.

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176 **6. Behavior Standards**

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178 When using the Internet, employees and students are responsible for
179 understanding and complying with board policies and administrative regulations,
180 including policy 3225/4312/7320, Technology Responsible Use; student behavior
181 policies in the 4300 series; and policy 7300, Staff Responsibilities.
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183 7. Accessibility of Website

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185 The web manager/~~editor~~, in consultation with the technology director, shall ensure
186 that the school system website meets required standards to ensure accessibility for
187 persons with disabilities.
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189 C. GUIDELINES FOR INDIVIDUAL SCHOOL WEBSITES

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191 Each school may promote itself by publishing an official school web page on the Internet
192 only via the official school system website. In addition to the standards above, the
193 following standards apply to individual school websites.
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- 195 1. The content of school web pages must be approved by the school principal.
- 196
197 2. The safety of students and employees must be considered when constructing
198 school web pages. To protect the safety of students and employees, the following
199 precautions must be taken:
 - 200
201 a. home addresses or telephone numbers will not be listed;
 - 202
203 b. student e-mail addresses will not be listed; and
 - 204
205 c. photographs of students and student work will be used only with
206 appropriate parental permission and/or as approved for release as directory
207 information under policy 4700, Student Records, and will include only the
208 student's first name, with no other information about the student.

209
210 The principal or designee is responsible for maintaining records of permission
211 granted for the release of information. The principal should implement other
212 safety precautions, as necessary, to be followed when constructing web pages.
213

- 214 3. To protect a student's rights in his or her intellectual property, if a school or
215 teacher publishes a student's work, a disclaimer should be provided indicating ~~the~~
216 ~~terms of redistribution or reuse~~ that the work may not be copied or modified in
217 any way.
- 218
219 4. Schools must provide contact information and other general information about the
220 school on the school website, including the school's name, phone number, fax

- 221 number, grade levels, and address, the principal’s name, and the e-mail addresses
222 of the school administrative team.
223
- 224 5. Graphics used on school websites must be appropriate to the school and should be
225 of a size that will download quickly into a web browser.
226
- 227 6. Schools must keep information presented on their school’s web page current,
228 accurate, and grammatically correct.
229
- 230 7. The principal or designee must approve all revisions and additions to the school
231 website.
232
- 233 8. Failure to comply with these guidelines or the standards of this policy, as
234 determined by the superintendent or designee, may result in the removal of a
235 school’s web page from the Internet.
236

237 Legal References: U.S. Const. Amend. I; Electronic Communications Privacy Act, 18 U.S.C.
238 2510-2522; Family Educational Rights and Privacy Act, 20 U.S.C. 1232g; 17 U.S.C. 101 *et seq.*;
239 G.S. 115C-325(e) (applicable to career status teachers), -325.4 (applicable to non-career status
240 teachers)
241

242 Cross References: Curriculum and Instructional Guides (policy 3115), Technology in the
243 Educational Program (policy 3220), Technology Responsible Use (policy 3225/4312/7320),
244 Copyright Compliance (policy 3230/7330), Student Behavior Policies (4300 series), Student
245 Records (policy 4700), Public Records – Retention, Release, and Disposition (policy
246 5070/7350), Staff Responsibilities (policy 7300), Employee Use of Social Media (policy 7335),
247 Personnel Files (policy 7820)
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249 Adopted:
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