

## **School Web Publishing and Digital Communication**

The district encourages responsible use of the Internet to disseminate appropriate information. This policy is provided to give guidance on the use of online tools for communicating with stakeholders.

Leveraging technology is an important element of an overall communication strategy to build partnerships with parents and the community at large supporting the education of district students. The rapidly evolving nature of technology innovations is such that the district must evolve its use of new technologies to continuously improve communication with these stakeholders. Important tools today include school websites, social media, mobile apps, email and automated telephone calling systems. The district should use these tools as part of an overall communication and collaboration strategy as well as new tools as they evolve and become valuable to stakeholders.

### **Purpose and use of school digital communication tools**

The various tools should be used in coordination to provide rich, thorough, timely and interactive communication with stakeholders. They should be used to publish relatively static information such as staff contact information, school calendars, transportation assignments, etc., as well as real time dynamic information including crisis situation updates, school closures and delays.

The tools should provide the opportunity to engage collaboratively with stakeholders, gathering input and feedback from them as well as publishing information for stakeholder use.

Tools should provide the opportunity for student publishing of their work and accomplishments after appropriate consent is provided.

### **Advertising/sponsorships**

Any use of advertising or sponsorships that appears on school websites or other digital media must be approved by the superintendent or superintendent designee and must be consistent with district policies and guidelines used in other school and district publications.

### **Technical standards**

By their very nature, technical standards may evolve quickly. Deliberate attention should be paid by school staff to adhere to the technical standards adopted by the district which are expected to be communicated in a timely manner to schools. Training should be provided as necessary, understanding that school staff involved in communication and content management will not be technology experts. District administration is expected to work collaboratively to remain abreast of the changing technological landscape, industry and community trends and establish and update technology and design standards accordingly.

### **Privacy**

Care should be taken to ensure the privacy of students, parents and employees is fully protected in accordance with all relevant federal, state and local law. In particular, personally identifiable

information (PII) will not be published or shared except as specifically authorized and with required release approval. The district will ensure that vendors, their software and servers used in the storage and transmission of district content meet expected requirements for the protection of student privacy.

### **Discipline**

Staff members and students who violate the terms of this policy will be subject to disciplinary action that may include, but not be limited to, termination of employment and expulsion from school as appropriate.

Adopted: September 29, 2003

Revised: June 25, 2015