

Web Content, Hosting and Maintenance

The District website provides information to the world about school curriculum, instruction, school-authorized activities, and other general information relating to our schools and our District's mission.

The District uses a website hosting platform that provides shared authoring responsibilities. Account permission to update District webpages, other than standard teacher webpages, requires approval from the building principal or staff member's supervisor.

Creators of webpages need to familiarize themselves with, and adhere to, the following procedures and responsibilities. Failure to do so may result in the loss of authoring privileges or other more stringent disciplinary measures.

Content Standards

Subject Matter

All subject matter on webpages should relate to the District's curriculum, instruction, school-authorized activities or general information that is appropriate and of interest to others. Homepages for, or links to, other individuals or organizations not directly affiliated with the District are only permitted if, in the judgment of the teacher, it relates to curriculum, instruction or school-authorized activities. Staff or student work may be published only as it relates to a class project, course, or other school-related activity.

Teacher webpages will include the teacher's name, grade, email address, room number and phone number. Staff members may also choose to post classroom information on teacher webpages.

Quality

Documents may not contain objectionable material or link directly to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in District Policies. Regarding questions of quality or propriety of webpage material, appearance, or content, the judgment of the Director of Educational Program or Superintendent's designee shall prevail.

Ownership and Retention

The District reserves the right to delete any files that exist on the server at any time without notice.

Technical Standards

Consistency

The District's website hosting platform includes a framework that provides consistent elements on all District webpages.

1. Any graphics, sounds, or video used on webpages must conform to the format currently used or approved by the District and adhere to copyright regulations.
2. A staff member who creates a webpage shall edit and test the page(s) for accuracy of links and check for conformance with standards outlined in this Regulation prior to posting it on the District website.
3. Final decisions regarding access to active webpages for editing, content, or organization shall rest with the Director of Educational Program or Superintendent's designee.

Student Safeguards

1. Written parental permission on the District media consent form (Attachment A) is required to post any student work, student photographs and student first and last names on webpages. Where a parent/guardian has declined to sign the District media consent form, written parental permission for a specific purpose may be requested and must be obtained for the specific purpose.
2. Documents may not include a student's email address, phone number, mailing address, names of other family members, or names of friends.
3. Webpage documents may not include any information which indicates the physical location of a student at a given time other than: (1) attendance at a particular school or (2) participation in school activities, unless approved in advance by the building principal
4. Decisions on publishing student work are based on the supervising teacher's judgment. Written permission must be obtained from the student's parent/guardian before student work will be published on webpage documents.
5. Events such as awards assemblies, plays, concerts, athletic contests or similar events which have newsworthy aspects and/or are open to the public are not intended to be part of this Regulation or the District's media consent form. These public events may be subject to media coverage outside of the control of the District, including publication on the media outlet's website or social networking sites.
6. Material on individual professional employee webpages may reflect an individual's thoughts, interests, and activities but may not actively solicit votes for a candidate for public office or public party. Such webpages do not, in any way, represent individual schools or the Tredyffrin/Easttown School District, nor are they endorsed or sanctioned by the individual school or the District. Concern about the content of any page(s) created by students or staff should be directed to the Communications Specialist.

District Policies

All documents on the Tredyffrin/Easttown website must conform to District Policies and Regulations as well as established school guidelines. Copies of District Policies and Regulations are available in all school offices and on the District website. Persons developing or maintaining web documents are responsible for complying with these and other Policies. Some of the relevant issues and related District Policies and Regulations include the following:

1. Electronic transmission of materials is a form of copying. No unlawful copies of copyrighted materials may be knowingly produced or transmitted via the District's equipment, including its web server.
2. Documents created for the web and linked to District webpages shall meet the criteria for use as an instructional resource.
3. All communications via the District webpages will comply with the District's Internet and Computer Network Safety and Use Policy and Regulation. In addition to any other prohibition, material that is offensive to groups or individuals due to religious, racial, violent, or sexual content is expressly prohibited.
4. Non-curricular materials shall be limited to information about parent groups, other youth activities, agencies, or organizations that are known to be all of the following: (1) non-sectarian, (2) exclusively devoted to community interests or child welfare, (3) non-profit, and (4) non-discriminatory. Webpage links may not include entities whose primary purpose is commercial or political advertising.
5. Any deliberate tampering with or misuse of the District website, network services or equipment shall be considered vandalism and handled in accordance with District Policy and applicable law.
6. Given the rapid change in technology, the standards outlined in this Regulation are subject to change at any time. Such changes will be made by the Director of Educational Program or Superintendent's designee, and shall be instituted immediately, unless specific provision is made to the contrary in the revised Regulation.

Adopted: October 9, 1996

Revised: January 1998

Revised: April 7, 1999

Revised: April 27, 2000

Revised: February 12, 2001

Reviewed: April 17, 2013

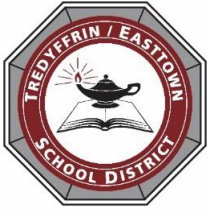
Revised: November 12, 2015

Revised: February 18, 2016

Revised: September 7, 2017

Revised: January 5, 2021

Revised: August 16, 2023



**Tredyffrin/Easttown School District
Media Consent Form
<<Insert School Year>>**

The District's web presence represents our schools to a potentially greater audience than any other media. As stated in Board Policy 6193, *Web Content, Hosting and Maintenance*, personally identifiable student information is kept to a minimum on District webpages. Policy 6193 is available at www.tesd.net. **Please note: events such as awards assemblies, plays, concerts, athletic events or similar events which have newsworthy aspects are open to the public and are not intended to be covered by this consent form. These public events may be subject to media coverage by District personnel, third parties and/or school parents, including publication on the District website, in District materials, on a third party's website or on social networking sites. In addition, this consent form does not cover photos taken by parents, guardians or other guests attending classroom activities and events.**

I give the Tredyffrin/Easttown School District permission to publish photographs, video and/or audio of my child for educational or publicity purposes. I understand that these photos and other media may include my child's first and last name and may be used by the District and Parent Teacher Organizations (PTO) in paper publications, electronic publications and webpages, including the District's Facebook page.

_____ YES

_____ NO

I give the Tredyffrin/Easttown School District permission to display my child's work on District webpages, including the District's Facebook page. Student work may include their text, art work, voice, video, or other form of media.

_____ YES

_____ NO

I understand that this permission form will remain on file for the current school year and will be available to District staff members and PTO members who may be involved in publicizing school activities. Any future changes to this permission must be communicated to the school principal in writing.

Student's Name (Please Print)

Date

Classroom/Homeroom Teacher

Grade

Parent/Guardian Signature

Date

Email Address

Please return this form to your child's classroom or homeroom teacher by <<INSERT DATE>>.