

CSC of Eastern Hancock County

Internet Publishing Guidelines and Responsibilities

Our goal is to use the internet and our school websites for the benefit of our students, parents and the community at-large as primary sources of information about our schools and classrooms, and as communication and learning tools. The things we publish to the internet reflect who we are and what we do, so excellence in creating and maintaining content is vital.

CONTENT PUBLISHING GUIDELINES

EASTERN HANCOCK INTERNET CONTENT MUST ADHERE TO THE FOLLOWING GUIDELINES:

1. Demonstrate Credibility and Reliability

- Content must be relevant and up-to-date.
- Use correct grammar, punctuation and spelling.
- Use material and language appropriate for the educational environment and in keeping with the corporation's mission and guiding principles.
- Check links regularly to ensure they are still operational.
- Each contributor must be aware of copyright restrictions and adhere to them when creating website content. Use copyrighted works only to the extent that the law permits. Federal copyright law applies to public school corporations and staff members must, therefore, avoid acts of copyright infringement under penalty of law.

2. Create User-Friendly Websites and Pages

- Use simple, easy-to-read fonts and minimize the use of uppercase text.
- Plan an easy, consistent navigation structure.
- Open pdf and document files in a new tab or window, if possible.
- Optimize images for fast page loading (size and resolution).
- Provide a link back to the district website or one of the school websites.

3. Handle Student Information and Photos Properly

The safety and privacy of our students is always paramount.

- Never publish a student's address, email address, phone number or other personal information on a public website.
- Parents may request that school and district websites exclude their student's name, photographs, audio/video recordings, and/or creative work. These requests should be directed in writing to the appropriate building principal, who will maintain a listing of such students and inform the appropriate staff of the parent's request.
- Full student names may be used, independent of photographs, for student listings such as honor rolls and team rosters, and in news/newsletter articles.
- Only the first name and last initial will be used to identify students in online photographs.

4. Use of Student Work is Encouraged

- The student's permission should be requested verbally in each case prior to publishing. We should respect the student's right to privacy as well as their parents' wishes.
- Remember that the copyright still belongs to the student and their family. Student work is intellectual property and deserves protection against piracy as much as adult work.

5. Use Clip Art/Images/Sounds/Text Appropriately

Clip art images, sounds, music, and text created by others are often copyrighted and cannot be used without permission and giving proper credit.

Acceptable ways to integrate images, clipart, etc into your page:

- Produce your own artwork with graphics software.
- Use software clipart images according to the terms and conditions.
- Use "free" clipart from the web with caution.

Unless there is a clear statement that art, photos and text are "public domain" and available for free use, the best policy is to assume that they are copyrighted and should not be taken and used for re-publication. Some people argue that work is not copyrighted unless there is a clear notice on the web page or site. This simply is not the case. Copyright law protects works, even if no papers have been filed with the government.

6. Do Not Use School Affiliated Websites for Commercial or Financial Purposes

The Eastern Hancock websites and any affiliated sites shall not be used for non-school commercial, political, financial or fundraising purposes. REMINDER: All fundraising activities must be approved in advance.

GOOGLE SITES - PUBLISHING PERMISSIONS

Teachers and Support Staff

- Can create Google Sites related to the courses they teach and/or areas of responsibility and publish content directly to the internet within these Internet Publishing Guidelines and any additional guidelines established by their building principal.
- Can create Google Sites for the Co-curricular and Extra-curricular organizations they sponsor and share them with responsible students for the purpose of editing and maintaining current content.
- Responsible for monitoring student published content on Google Sites in connection with assignments, projects and the Co-curricular and Extra-curricular organizations they sponsor.

Students

- Can create Google Sites as part of a teacher directed assignment/project or to create a student work portfolio.
- Can publish content directly to Google Sites within these Internet Publishing Guidelines and any additional guidelines established by their principal or teacher.
- Are responsible for the content they publish and may be disciplined for violating these Internet Publishing Guidelines and/or the Technology Acceptable Use Policy.

Athletic Director or Designee

- Is the designated Owner of the Google Sites created for individual sports and teams.
- Can share editing permissions for team sites/pages with approved coaches and or responsible students for the purpose of editing and maintaining current content.
- Responsible for monitoring Google Sites of individual sports and teams for current and appropriate content.

Lay Coaches

- The Athletic Director will be designated as the "Owner" of all athletic team Google Sites and/or pages.
- Account login information should only be shared with the approved staff within your sport, unless otherwise authorized by the Athletic Director.
- Lay Coaches are given editing permissions for the appropriate page(s) for their sport/ for the purpose of editing and maintaining current content.
- Lay Coaches will be responsible for adhering to these Internet Publishing Guidelines and any additional guidelines established by the Building Principal and/or Athletic Director.

Support Groups and Other Authorized Organizations

- Must first receive permission from appropriate Building Principal for an account.
- Ownership of Sites will be shared with the building principal and/or designee.
- Account login information should only be shared with the elected officers within the organization, unless authorized by the appropriate Building Principal.
- Can edit pages and publish content directly to the Google Site(s) created for their organization within these Internet Publishing Guidelines and any additional guidelines established by the building principal.