LEVITTOWN UNION FREE SCHOOL DISTRICT Policy 3120

SCHOOL DISTRICT STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING

The availability of Internet access in the School District provides an opportunity for staff and students to access information and contribute to the School District's digital. The School District/School/Classroom Websites must relate to curriculum or instructional matters, school authorized activities, or general information of interest to the public pertaining to the School District or its schools. Staff and students are prohibited from publishing personal home pages or links to personal home pages as part of the School District/school/classroom Web Page(s). Similarly, no individual or outside organization will be permitted to publish personal Web Pages as part of the School District/School/Classroom Web Page(s).

Internet access for the creation of Web Pages is provided by the School District and all information must be reviewed by the Website Manager prior to publishing it on the Web. Personnel designing information for the Web Pages must familiarize themselves with and adhere to School District standards and procedures. Failure to follow School District standards or responsibilities may result in disciplinary sanctions in accordance with law and/or the applicable collective bargaining agreement.

The School District shall provide general training on relevant legal considerations and compliance with applicable laws and regulations including copyright, intellectual property, and privacy of student records as well as relevant School District procedures to those staff members and students who are allowed to develop or place material on the School District/school/classroom Web Page(s).

Social Media

The specific use of social media is addressed in policy 6470.

Content Standards

1) Approval for posting information to the District's main website must be obtained from the Website Manager (Webmaster) or their designee(s). If at any time, the Website Manager/designee(s) believes the proposed material does not meet the standards approved by the School District, it will not be published on the Web. Decisions regarding access to active Web Pages for editing content or organization will be the responsibility of the Website Manager/designee(s).
2) Staff or student work should be published only as it relates to a school/classroom authorized project or other school-related activity.
3) The review of a student Web Page (if considered a school-sponsored student publication) shall be subject to prior School District review as would any other school-sponsored student publication.

Release of Student Education Records/Directory Information

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The School District will not permit students' personally identifiable information to be posted on any School District Web Pages unless the posting is consistent with the Family Educational Rights and Privacy Act (FERPA) and District policy.

Parental/Eligible Student Consent Required and Privacy Concerns

Written parental/eligible student consent shall be obtained by the School District before education records or personally identifiable information contained therein is released to any party unless:

1) Such release is authorized by the Family Educational Rights and Privacy Act, or its implementing regulations;
2) The information released is "directory information" as designated by the School District in accordance with FERPA. The School District shall provide parents and eligible students with annual notification of their rights under FERPA and designation of directory information (i.e., disclosure of personally identifiable information contained in student records);
3) However, even if student photographs are designated as directory information per FERPA, due to privacy and safety concerns, the School District requires specific affirmative written parent/eligible student consent prior to posting student photographs on School District/school/classroom Web Pages. Whenever possible, group photographs of students and/or the use of photographs where the student is not easily identifiable is preferable to the use of individual student photographs for safety reasons;
4) Unless otherwise noted, always assume that work on the web is copyrighted. It is not necessary that the copyright symbol "©" be displayed for the work to be protected by copyright laws.

Work covered under this policy is the property of the School District, not the creator of such work. The School District shall own any and all rights to such works, or derivatives thereof, unless there is a written agreement to the contrary.

Student Free Speech Issues (School-sponsored Publications)

In general, School Districts can exercise editorial control over the style and content of student expression in school-sponsored publications, theatrical productions, and other expressive activities that students, parents and members of the public might reasonably perceive to bear the imprimatur of the school.

However, the school's actions in such a case must be reasonably related to legitimate pedagogical concerns and may not amount to viewpoint discrimination.

Consequences for Non-Compliance

Web Pages that do not comply with the above criteria are subject to revocation of approval and removal from the School District/school/classroom Websites.

Staff

Faculty or staff posting non-approved or inappropriate material on a school-affiliated Website are subject to the imposition of discipline, including possible suspension or revocation of access to the School District's computer network, in accordance with law and applicable collective bargaining agreements. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

Students

Students posting non-approved or inappropriate material on a school-affiliated Website are subject to the imposition of discipline, including possible suspension or revocation of access to the School District's computer network, in accordance with applicable due process procedures and the District Code of Conduct. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

Oversight

The Superintendent of Schools or their designee shall have the authority to approve or deny the posting of any proposed Web Pages on school-affiliated Websites based upon compliance with the terms and conditions set forth in this policy as well as applicable School District practices and procedures.

See Also Policy #5676
See Also Policy #7420
See Also Policy #3330
See Also Policy #8350
See Also Policy #6470

Revised & Adopted: July 2, 2025

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