

BOARD POLICY

Placentia-Yorba Linda Unified School District

Community Relations

1113 - BP

DISTRICT AND SCHOOL WEBSITES

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the Superintendent or designee to develop and maintain district and school websites. The use of district and school websites shall support the district's vision and goals and shall be coordinated with other district communications strategies.

Design Standards

The Superintendent or designee shall establish design standards for district and school websites in order to maintain a consistent identity, professional appearance, and ease of use.

The district's design standards shall address the accessibility of district-sponsored and school-sponsored websites to individuals with disabilities, including compatibility with commonly used assistive technologies.

Guidelines for Content

The Superintendent or designee shall develop content guidelines for district and school websites and shall assign staff to review and approve content prior to posting.

Board policy pertaining to advertising in district and school publications, as specified in BP 1325 - Advertising and Promotion, shall also apply to advertising on district and school websites.

Privacy Rights

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on district and school websites.

Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on district or school websites.

Photographs of students, such as at a school event, may be published, together with their names, with prior written consent of the parent/legal guardian of the student.

Staff members' home addresses or telephone numbers shall not be posted on district or school websites.

The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on district or school websites without the prior written permission of that individual.

No public safety official shall be required to consent to the posting on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation, or harm to the officer or his/her family.

LEGAL REFERENCE:

<u>Education Code</u>	325182.5	Contracts for advertising
	35258	Internet access to school accountability report cards
	48907	Exercise of free expression; rules and regulations
	48950	Speech and other communication
	49061	Definition, directory information
	49073	Release of directory information
	60048	Commercial brand names, contracts or logos

Policy Adopted: 12/12/17