

**District/School/Staff/Student Publications**

To enhance communication with students, parents/guardians, staff, community members, the public at large and to foster creativity, the Board of Education encourages the development and ongoing maintenance of District and school publications on the Internet. All publications shall support the educational vision of the District and shall be consistent with the District's plans for communications and media relations.

The Board of Education encourages the administration and staff to create and maintain publications for the District and the school for educational purposes. These publications shall serve as avenues for sharing information and educating the community, providing information about our schools and communicating with the extended school community. These publications may also provide instructional resources for staff and students. Content published should be of professional quality and consistent with the educational mission of the school system.

The Superintendent shall develop guidelines regarding the content of District and school publications, which shall include standards for the ethical and responsible use of information and technology. These guidelines shall be consistent with law, Board policy and administrative regulations. All published content must comply with these guidelines.

Failure to comply with this policy and applicable administrative regulations will result in discipline, including suspension of District Internet privileges and/or referral to law enforcement, if appropriate.

**District Publications**

District publications provide a resource for obtaining information about the District and for informing patrons about instructional programs, activities and Board policies. Requests for publication of information on the District site should be directed to the Building Principal and/or Superintendent. Personal information, not related to education, will not be permitted.

**School Publications**

A school site provides unique and ever changing ways to interact with the community and improve student learning. School publications:

1. Allow the school to provide current and complete information to its community at large.
2. Give the community a means to communicate effectively with students and personnel.
3. Create expanded means for student expression.
4. Provide new avenues for teachers to help students meet high standards of performance.

All school web publications shall conform to this policy and its accompanying regulations. The primary purpose of the school publications are to communicate effectively with its community. The Principal or his/her designee shall ensure that the site is maintained in such a way that the community receives reasonably current and accurate information. A school may elect to have its publications serve additional purposes related to its educational mission.

When the school allows student publications on the Internet, the purpose of including such publications shall be clearly identified. These publications shall be consistent with the mission, goals, policies, programs and activities of the District. All publications shall meet established District and school requirements related to student publications and in accordance with state and federal law related to student expression.

**Staff Digital Publications**

Staff may use digital media to implement curriculum goals, to provide instructional resources for other staff members and to facilitate learning. This use of digital media must reflect the educational goals and objectives of the District. Staff may not utilize publications sponsored or supported by the Bethany Board of Education for personal use or for proprietary gain.

Use of District publications by staff members shall comply with all rules and regulations promulgated by the school administration.

**Content**

The Superintendent or his/her designee shall ensure that publication content protects the privacy rights of students, parents/guardians, Board members and other individuals. The Superintendent or his/her designee shall ensure that copyright laws are not violated in the use of material on District or school publications. The Superintendent or designee may establish standards for the design of the District and school publications in order to maintain a consistent identity, professional appearance and ease of use.

No personal information about students or their parents/guardians, including telephone numbers, home addresses or e-mail addresses shall be published on a District or school site. Student directory information shall not be published on school or District publications.

All publication of student pictures or works shall follow the guidelines included in this policy.

District and school publications shall not include content which is obscene, libelous or slanderous or which creates a clear and present danger of inciting students to commit unlawful acts on school premises, violating school rules or substantially disrupting the school's orderly operation.

The Superintendent or his/her designee shall develop and implement regulations which set forth that the District publications may only be used for educational and non-commercial purposes, and that the Board of Education has no responsibility or liability for any damages resulting from the use of the publications.

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