



Web Guidelines and Policies

PORTLAND PUBLIC SCHOOLS
Information Technology
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Web Guidelines and Policies :: version 1.0

Overview

The Portland Public Schools' (PPS) website is an opportunity for the school district and its staff to showcase learning, curriculum, school-authorized activities and events, and accomplishments of staff and students to the world through the Internet.



External Links

Links to sites and content not hosted on the PPS website are considered External Links.

- x Links to official PPS social media channels is acceptable (i.e. Facebook and Twitter logos to like/follow pages).
- x External links should open in a new browser or tab. (Schoolwires has a limitation on this, if External links are linked from the left navigation item, it cannot open in a new tab).

Note: in all cases where an external link is used on a school's website, the following disclaimer must be present on the school's main navigation page and above the link, *"PPS is not responsible for contents on external sites or servers."*

Content Standards & Responsibility

The district website is for educational use only. The district does not assume any responsibility or liability for content provided by others, including content provided by faculty, staff, and students on their own personal web pages, blogs, discussion forums, wikis, or any other form of user generated content. The district may veto or remove any content from district hosted web pages at any time, without prior notice.

Each school and district department must designate a site owner. Content on school and district websites is the responsibility of the site owner. Site owners are responsible for:

- x editing, reviewing and maintaining the website, ensuring it is properly updated.
- x vetoing or removing inappropriate content from the website.
- x ensuring pages containing time-sensitive information, such as: calendars, school events, staff information, are kept up to date.
- x validating all links are active and no "under construction" pages are created.

Website content should be related to school curriculum, instruction, and school-authorized activities, and information relating to the district or schools within the district.

- x With appropriate permission, staff or student work may be published as it relates to a class project, course, or other school-related activity.
- x Employee web pages must be related to their job assignment only.
- x Files and hyperlinks may not contain information that is in violation of (or promotes the violation of) any district policy or regulation nor any local, state, or federal regulation or law.
- x Commercials, commercial transactions, or advertisements are prohibited on school pages.

Privacy

Student

The following student information is generally acceptable to include on a web page unless parents have opted out through a Publicity-Denial & Non-Release of Information form:

- x Student's picture or work with first name only

Sample ways to showcase student pictures or work:

- x Student Pictures ("photo gallery"; "students using different geometric shapes to build designs"; "third grade student working in the garden")
- x Student Work ("Poems on Nature"; "Mr. Tom's Art class gallery"; "Science Fair Projects")

Note: No student personal information (email address, phone number, home address, names of family members, etc.) or student location information (schedule, after-school activity participation schedule, bus stop, etc.) may be posted on a school web page.



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Any deviation from the above requires signed parent/guardian approval. Refer to Administrative Directive 8.60.043-AD to learn more about posting student information on web-based systems.

Staff

Staff members' PPS email addresses are posted as public information on the district's main website. Staff members' email addresses should also be posted on each school's website. It is recommended that schools also include telephone extensions and staff photos, if available.

- x Photos of staff members may be published only with permission of the staff member in question.
- x Publication of personal information about staff and parent volunteers (personal email addresses, mailing address, phone number, etc.) is prohibited.

Note: Pictures and names of parent volunteers may be allowed with building administrator approval and that of the volunteer.

External Users

PPS does not collect any personal information about users visiting the district or school websites unless you voluntarily provide it by sending us an email, participating in a survey, or completing an online form. Your participation in these activities will not impair your privacy rights.

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