



Book	Policy Manual
Section	Special Update - March 2018 - Social Media
Title	REPLACEMENT POLICY - SPECIAL UPDATE - MARCH 2018 - SOCIAL MEDIA - WEB CONTENT, APPS, AND SERVICES
Number	po7540.02 wsc 07.31.2018
Status	Draft
Adopted	September 20, 2016
Last Revised	July 31, 2018

### **REPLACEMENT POLICY - SPECIAL UPDATE - MARCH 2018 - SOCIAL MEDIA**

#### **7540.02 - WEB CONTENT, APPS, AND SERVICES**

##### **Creating Web Pages/Sites/Services and Apps**

The School Board authorizes staff members ~~[ ]~~ **and students** to create web content, apps, and web services (see Bylaw 0100, Definitions) that will be hosted by the Board on its servers or District-affiliated servers and published on the Internet.

The web content, services, and apps must comply with State and Federal law (e.g., copyright laws, Children's Internet Protection Act (CIPA), Section 504 of the Rehabilitation Act of 1973 (Section 504), Americans with Disabilities Act (ADA), and Children's Online Privacy Protection Act (COPPA)), and reflect the professional image/brand of the District, its employees, and students. Web content, services, and apps must be consistent with the Board's mission statement and staff-created web content, services, and apps are subject to prior review and approval of the Superintendent before being published on the Internet and/or utilized with students.

##### **[NOTE: CHOOSE EITHER OR BOTH OF THE FOLLOWING OPTIONS]**

~~[ ]~~ Student-created web content, services, and apps are subject to Policy 5722 ("School-Sponsored Student Publications and Productions").

~~[ ]~~ The creation of web content, services, and apps by students must be done under the supervision of an instructional staff member.

The purpose of web content, services, and apps hosted by the Board on its servers or District-affiliated servers is to educate, inform, and communicate. The following criteria shall be used to guide the development of such web content, services, and apps:

##### **A. Educate**

Content should be suitable for and usable by students and teachers to support the curriculum and the Board's objectives as listed in the Board's strategic plan.

##### **B. Inform**

Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.

##### **C. Communicate**

Content may communicate information about the plans, policies, and operations of the District to members of the public and other persons who may be affected by District matters.

The information contained on the Board's web site(s) should reflect and support the Board's mission statement, educational philosophy, and the school improvement process.

When the content includes a photograph or information relating to a student, the Board will abide by the provisions of Policy 8330—Student Records.

All links included on the Board's website(s) or web services and apps must also meet the above criteria and comply with State and Federal law (e.g., copyright laws, CIPA, Section 504, ADA, and COPPA). Nothing in this paragraph shall prevent the District from linking the Board's website(s) to 1) recognized news/media outlets (e.g., local newspapers' websites, local television stations' websites) or 2) to websites, services, and/or apps that are developed and hosted by outside commercial vendors pursuant to a contract with the Board. The Board recognizes that such third-party websites may not contain age-appropriate advertisements that are consistent with the requirements of Policy 9700.01, AP 9700B, and State and Federal law.

Under no circumstances is District-created web content, services, or apps to be used for commercial purposes, advertising, political lobbying, or to provide



financial gains for any individual. Included in this prohibition is the fact no web content contained on the District's web site may: (1) include statements or other items that support or oppose a candidate for public office; the investigation, prosecution, or recall of a public official; or passage of a tax levy or bond issue; (2) link to a web site of another organization if the other web site includes such a message; or (3) communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization.

~~{ } Under no circumstances is staff member created web content, services, or apps, including personal web pages/sites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. Employees are required to use the Board-specified web site, service, or app (e.g., Progressbook, \_\_\_\_\_) for the purpose of conveying information to students and/or parents.~~

~~{ } Staff members are prohibited from requiring students to go to the staff member's personal web pages/sites (including, but not limited to, their Facebook, Instagram, or Pinterest pages) to check grades, obtain class assignments and/or class-related materials, and/or to turn in assignments.~~

~~{ } If a staff member creates web content, services, or apps related to his/her class, it must be hosted on the Board's server or a District-affiliated server.~~

~~{ } Unless the web content, service, or app contains student personally identifiable information, Board web sites, services, and apps that are created by students and/or staff members that are posted on the Internet should not be password protected or otherwise contain restricted access features, whereby only employees, student(s), or other limited groups of people can access the site. Community members, parents, employees, staff, students, and other web site users will generally be given full access to the Board's website(s), services, and apps.~~

~~Web content, services, and apps should reflect an understanding that both internal and external audiences will be viewing the information.~~

~~School website(s), services, and apps must be located on Board-owned or District-affiliated servers.~~

~~The Superintendent shall prepare administrative procedures defining the rules and standards applicable to the use of the Board's web site and the creation of web content, services, and apps by staff { } and students.~~

~~The Board retains all proprietary rights related to the design of web content, services, and apps that are hosted on Board-owned or District-affiliated servers, absent written agreement to the contrary.~~

~~Students who want their class work to be displayed on the Board's web site must have written parent permission and expressly license its display without cost to the Board.~~

~~Prior written parental permission is necessary for a student to be identified by name on the Board's web site.~~

#### **Instructional Use of Web Services and Apps**

~~The Board authorizes the use of web services and/or apps to supplement and enhance learning opportunities for students either in the classroom or for extended learning outside the classroom.~~

#### **{SELECT OPTION #1 OR OPTION #2}**

##### **{OPTION #1}**

~~{ } The Board requires the { } Superintendent { } \_\_\_\_\_ pre-approve each web service and/or app that a teacher intends to use to supplement and enhance student learning. To be approved, the web service or app must have a FERPA-compliant privacy policy, as well as comply with all requirements of COPPA and the Children's Internet Protect Act (CIPA) { } and Section 504 and the ADA.~~

##### **{OPTION #2}**

~~{ } A teacher who elects to supplement and enhance student learning through the use of web services and/or apps is responsible for verifying/certifying to the { } Superintendent { } \_\_\_\_\_ that the web service or app has a FERPA compliance privacy policy and it complies with all requirements of COPPA and the Children's Internet Protection Act (CIPA) { } and Section 504 and the ADA.~~

#### **{END OF OPTIONS}**

The Board further requires

~~{ } the use of a Board-issued e-mail address in the login process.~~

~~{ } prior written parental permission to use a student's personal e-mail address in the login process.~~

F.S. 104.31(1)(a)

F.S. 110.233(2)

F.S. 110.233(4)

F.S. 112.313(6)

F.S. 1001.32(2)

F.S. 1001.42

H.R. 4577

P.L. 106-554, Children's Internet Protection Act of 2000

People Against Tax Revenue Mismanagement v. County of Leon, 583 So. 2d 1373 (Fla. 1991); Commission on Ethics: In Re: Patty Lynch, Case No. 2068EC (1994)

#### **A. Creation of Content for Web Pages/Sites, Apps and Services**

The School Board authorizes staff members [ x ] and students to create content, apps, and services (see Bylaw 0100, Definitions) that will be



hosted by the Board on its servers or District-affiliated servers and/or published on the Internet.

The content, apps and services must comply with applicable State and Federal laws (e.g., copyright laws, Children's Internet Protection Act (CIPA), Section 504 of the Rehabilitation Act of 1973 (Section 504), Americans with Disabilities Act (ADA), and Children's Online Privacy Protection Act (COPPA)), and reflect the professional image/brand of the District, its employees, and students. Content, apps, and services must be consistent with the Board's Mission Statement and staff-created web content, services and apps are subject to prior review and approval of the Superintendent before being published on the Internet and/or used with students.

**[NOTE: CHOOSE ONE, BOTH, OR NONE OF THE FOLLOWING OPTIONS.]**

[x] Student-created content, apps, and services are subject to Policy 5722 - School-Sponsored Student Publications and Productions.

[x] The creation of content, apps, and services by students must be done under the supervision of a professional staff member.

**[END OF OPTIONS]**

**B. Purpose of Content of District Web Pages/Sites, Apps, and Services**

The purpose of content, apps, and services hosted by the Board on its servers or District-affiliated servers is to educate, inform, and communicate. The following criteria shall be used to guide the development of such content, apps, and services:

**1. Educate**

Content should be suitable for and usable by students and teachers to support the curriculum and the Board's objectives as listed in the Board's strategic plan.

**2. Inform**

Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.

**3. Communicate**

Content may communicate information about the plans, policies and operations of the District to members of the public and other persons who may be affected by District matters.

The information contained on the Board's website(s) should reflect and support the Board's mission statement, educational philosophy, and the school improvement process.

When the content includes a photograph or personally identifiable information relating to a student, the Board will abide by the provisions of Policy 8330 - Student Records.

Under no circumstances is District-created content, apps, and services to be used for commercial purposes, advertising, political lobbying or to provide financial gains for any individual. Included in this prohibition is the fact no content contained on the District's website may:

1. include statements or other items that support or oppose a candidate for public office, the investigation, prosecution or recall of a public official, or passage of a tax levy or bond issue;
2. link to a website of another organization if the other website includes such a message; or
3. communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization.

[x] Under no circumstances is staff member-created content, apps, and services, including personal web pages/sites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. Employees are required to use the Board-specified website, app, or service (e.g., Skyward, Google Classroom, Office 365 Progressbook, \_\_\_\_\_) for the purpose of conveying information to students and/or parents.

[x] Staff members are prohibited from requiring students to go to the staff member's personal web pages/sites (including, but not limited to, their Facebook, Instagram, Pinterest pages) to check grades, obtain class assignments and/or class-related materials, and/or to turn in assignments.

[x] If a staff member creates content, apps, and services related to his/her class, it must be hosted on the Board's server or a District-affiliated server.

[ ] Unless the content, apps, and services contains student personally-identifiable information, Board websites, apps, and web services that are created by students and/or staff members that are posted on the Internet should not be password protected or otherwise contain restricted access features, whereby only employees, student(s), or other limited groups of people can access the site. Community members, parents, employees, staff, students, and other website users will generally be given full access to the Board's website(s), apps, and services.

Web content, apps, and services should reflect an understanding that both internal and external audiences will be viewing the information.

School web pages/sites, apps, and services must be located on Board-owned or District-affiliated servers.

The Superintendent shall prepare administrative procedures defining the rules and standards applicable to the use of the Board's website and the creation of web content, apps, and services by staff [x] and students.



The Board retains all proprietary rights related to the design of web content, apps and services that are hosted on Board-owned or District-affiliated servers, absent written agreement to the contrary.

Students who want their class work to be displayed on the Board's website must have written parent permission and expressly license its display without cost to the Board.

Prior written parent permission is necessary for a student to be identified by name on the Board's website.

### C. **Website Accessibility**

The District is committed to providing persons with disabilities an opportunity equal to that of persons without disabilities to participate in the District's programs, benefits, and services, including those delivered through electronic and information technology, except where doing so would impose an undue burden or create a fundamental alteration. The District is further committed to ensuring persons with disabilities are able to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as persons without a disability, with substantially equivalent ease of use; that they are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any District programs, services, and activities delivered online, as required by Section 504 and Title II of the ADA and their implementing regulations; and that they receive effective communication of the District's programs, services, and activities delivered online.

The District adopts this policy to fulfill this commitment and affirm its intention to comply with the requirements of Section 504 of the Rehabilitation Act of 1973, 29 U.S.C. 794, 34 C.F.R. Part 104, and Title II of the Americans With Disabilities Act of 1990, 42 U.S.C. 12131 and 28 C.F.R. Part 35 in all respects.

#### 1. Technical Standards

The District will adhere to the technical standards of compliance identified at [mcsbfl.us](https://mcsbfl.us) **[INSERT link to District website]**. The District measures the accessibility of online content and functionality according to the World Wide Web Consortium's [Web Content Accessibility Guidelines \(WCAG\) 2.0 Level AA](#), and the Web Accessibility Initiative - Accessible Rich Internet Applications Suite ([WAI-ARIA 1.1](#)) for web content. ( ) **[insert another acceptable standard selected by the District]**.

**[DRAFTING NOTE: OCR recommends WCAG 2.0 Level AA.]**

#### 2. Web Accessibility Coordinator

The Board designates its ( ) Section 504/ADA Compliance Coordinator(s) ( ☒ ) Technology Director ( ) \_\_\_\_\_ as the District's web accessibility coordinator(s). That individual(s) is responsible for coordinating and implementing this policy.

**[Select Option 1 or 2]**

☐ **[OPTION 1]**

See Board Policy 2260.01 for the Section 504/ADA Compliance Coordinator(s)' contact information.

☒ **[OPTION 2]**

The District's Web Accessibility Coordinator(s) can be reached at \_\_\_\_\_ District Technology Director's contact information is listed in the IT section of the District website. **[Insert name or title, address, e-mail, phone].**

**[End of Option 1 & 2]**

#### 3. Third Party Content

Links included on the Board's website(s), services, and apps that pertain to its programs, benefits, and/or services must also meet the above criteria and comply with State and Federal law (e.g. copyright laws, CIPA, Section 504, ADA, and COPPA). While the District strives to provide access through its website to online content provided or developed by third parties (including vendors, video-sharing websites, and other sources of online content) that is in an accessible format, that is not always feasible. The District's administrators and staff, however, are aware of this requirement with respect to the selection of online content provided to students. The District's web accessibility coordinator or his/her designees will vet online content available on its website that is related to the District's programs, benefits, and/or services for compliance with this criteria for all new content placed on the District's website after adoption of this policy.

Nothing in the preceding paragraph, however, shall prevent the District from including links on the Board's website(s) to:

- a. [recognized news/media outlets \(e.g., local newspapers' websites, local television stations' websites\)](#), or
- b. [websites, services, and/or apps that are developed and hosted by outside vendors or organizations that are not part of the District's program, benefits, or services.](#)

The Board recognizes that such third party websites may not contain age-appropriate advertisements that are consistent with the requirements of Policy 9700.01, AP 9700B, and State and Federal law.

#### 4. Regular Audits

The District, under the direction of the web accessibility coordinator(s) or his/her/their designees, will, at regular intervals, audit the



District's online content and measure this content against the technical standards adopted above.

☐ This audit will occur no less than once every two (2) years.

If problems are identified through the audit, such problems will be documented, evaluated, and, if necessary, remediated within a reasonable period of time.

5. Reporting Concerns or Possible Violations

If any student, prospective student, employee, guest, or visitor believes that the District has violated the technical standards in its online content, s/he may contact the web accessibility coordinator with any accessibility concerns. S/He may also file a formal complaint utilizing the procedures set out in Board Policy 2260 and Policy 2260.01 relating to Section 504 and Title II.

D. Instructional Use of Apps and Web Services

The Board authorizes the use of apps and services to supplement and enhance learning opportunities for students either in the classroom or for extended learning outside the classroom.

**[SELECT OPTION #1 OR #2]**

**☐ [OPTION #1]**

The Board requires the ☐ Superintendent ☐ \_\_\_\_\_ pre-approve each app and/or service that a teacher intends to use to supplement and enhance student learning. To be approved, the app and/or service must have a FERPA-compliant privacy policy, as well as comply with all requirements of the Children's Online Privacy Protection Act (COPPA) and the Children's Internet Protection Act (CIPA) ☐ and Section 504 and the ADA.

**☒ [OPTION #2]**

A teacher who elects to supplement and enhance student learning through the use of apps and/or services is responsible for verifying/certifying to the ☐ Superintendent ☐ \_\_\_\_\_ that the app and/or service has a FERPA-compliant privacy policy, and it complies with all requirements of the Children's Online Privacy Protection Act (COPPA) and the Children's Internet Protection Act (CIPA) ☐ and Section 504 and the ADA.

**[END OF OPTIONS]**

The Board further requires

☒ the use of a Board-issued e-mail address in the login process.

☐ prior written parental permission to use a student's personal e-mail address in the login process.

E. Annual Training

The District will provide ☐ annual ☒ periodic training for its employees who are responsible for creating or distributing information with online content so that these employees are aware of this policy and understand their roles and responsibilities with respect to web design, documents and multimedia content.

F. One-Way Communication Using District Web Content, Apps and Services

The District is authorized to use web pages/sites, apps and services to promote school activities and inform stakeholders and the general public about District news and operations.

Such communications constitute public records that will be archived.

When the Board or Superintendent designates communications distributed via District web pages/sites, apps and services to be one-way communication, public comments are not solicited or desired, and the web site, app or service is to be considered a nonpublic forum.

If the District uses a apps and web service that does not allow the District to block or deactivate public comments (e.g., Facebook, which does not allow comments to be turned-off, or Twitter, which does not permit users to disable private messages or mentions/replies), the District's use of that apps and web service will be subject to Policy 7544 – Use of Social Media, unless the District is able to automatically withhold all public comments.

If unsolicited public comments can be automatically withheld, the District will retain the comments in accordance with its adopted record retention schedule (see AP 8310A – Requests for Public Records), but it will not review or consider those comments.

**[DRAFTING NOTE: Districts are advised to adopt a new category of records that covers such "hidden public comments" on social media. Unless dictated by State law, retention periods established by the district for such unsolicited communications should be limited.]**

**Legal**[F.S. Chapter 119](#)[F.S. 1001.32\(2\)](#)[F.S. 1001.41](#)[F.S. 1001.42](#)[F.S. 1001.43](#)[F.S. 1002.221](#)[F.A.C. 6A-10.081](#)[Protecting Children in the 21st Century Act, Pub. L. No. 110-385, Title II, Stat. 4096 \(2008\)](#)[Children's Internet Protection Act \(CIPA\), Pub. L. No. 106-554 \(2001\)](#)[20 U.S.C. 1232g](#)[34 C.F.R. Part 99](#)**Cross References**[po0100 - DEFINITIONS](#)[po2260 - NONDISCRIMINATION AND ACCESS TO EQUAL EDUCATIONAL OPPORTUNITY](#)[po2260.01 - SECTION 504/ADA PROHIBITION AGAINST DISCRIMINATION BASED ON DISABILITY](#)[po5722 - SCHOOL-SPONSORED PUBLICATIONS AND PRODUCTIONS](#)[po8330 - STUDENT RECORDS](#)[po9700.01 - ADVERTISING AND COMMERCIAL ACTIVITIES](#)[ap8310A - REQUESTS FOR PUBLIC RECORDS](#)[ap9700B - CRITERIA FOR COMMERCIAL MESSAGES](#)

Last Modified by Sam Stalnaker on July 31, 2018