

COMMUNITY RELATIONS

SUBJECT: County Office of Education and Websites

To enhance communication with students, parents/guardians, staff, and community members, the County Office of Education (County Office) encourages the development and ongoing maintenance of websites on the Internet. Websites shall support the educational vision of the County Office and shall be consistent with the County Office's plans for communications and media relations.

(cf. 0000 – Concepts and Roles)
(cf. 1100 - Communication with the Public)
(cf. 1112 - Media Relations)
(cf. 4040 - Employee Use of Technology)
(cf. 5145.2 - Freedom of Speech)
(cf. 6020 - Parent Involvement)
(cf. 6145.5 - Student Organization and Equal Access)
(cf. 6163.4 - Student Use of Technology)

Design Standards

The County Superintendent of Schools or designee (County Superintendent) may establish design standards for County Office and school websites in order to maintain a consistent identity, professional appearance, and ease of use.

Pursuant to Civil Code 1798.99.28-1798.99.40, as added by AB 2273 (Ch. 320, Statutes of 2022), businesses that provide online services, products, or features that are likely to be accessed by children are required to prioritize the best interests of students in designing such products or features, to ensure that children are not exposed to harmful or potentially harmful content, contact, or conduct.

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

Website Content

The County Superintendent shall develop content guidelines for County Office and school websites and assign staff to review and approve content prior to posting.

Staff, students, or other persons may submit materials for web publication to the County Office Public Information Office, or Digital Marketing Communications Manager who shall ensure that the content adheres to County Office guidelines and policies.

(cf. 6145.5 - Student Organization and Equal Access)

County Office and school websites shall not include content that is obscene, libelous, or slanderous, or that creates a clear and present danger of inciting students to commit unlawful

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acts, violate school rules, or substantially disrupt the school's orderly operation.

(cf. 5145.2 - Freedom of Speech)

The County Superintendent should ensure that copyright laws are not violated in the use of material on County Office or school websites.

(cf. 4132 - Publication or Creation of Materials)

Any links to external websites shall support the educational mission of the County Office and shall include a disclaimer that the County Office is not responsible for the content of external websites.

Advertising on County Office or school websites may be accepted under the same restrictions and conditions set forth in law, County Office policy, and administrative regulations pertaining to advertising in County Office and school-sponsored publications.

(cf. 3312 - Contracts)

Privacy Rights

The County Superintendent shall ensure that website content protects the privacy rights of students, parents/guardians, staff, County Board of Education (County Board) members, and other individuals.

(cf. 1340 - Access to District Records)

(cf. 4119.23 – Unauthorized Release of Confidential/Privileged Information)

(cf. 5022 - Student and Family Privacy Rights)

(cf. 5125 - Student Records)

Phone numbers, home addresses, and email addresses of students or their parents/guardians shall not be published on a County Office or school web page. Student directory information shall not be published if parents/guardians have requested that it be withheld.

(cf. 5125.1 - Release of Directory Information)

The County Office regards photographs as a category of directory information that would not generally be considered harmful or an invasion of privacy if disclosed. Therefore, a student's photograph, together with the student's name, may be published on district or school websites unless the student's parent/guardian has notified the district in writing to not release the student's photograph without prior written consent, in accordance with BP/AR 5125.1 - Release of Directory Information.

If students' names are not included, photographs of individual students or groups of students, such as at a school event, may be published on school or district websites.

Employees' home addresses, personal telephone numbers, and personal email addresses shall not

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be posted on County Office or school websites.

No public safety official shall be required as a condition of employment to consent to the posting on the Internet of their photograph or identity as a public safety officer for any purpose. (Government Code 3307.5)

County Office and school websites shall not post the home address or telephone number of any elected or appointed official including, but not limited to, a County Board member or public safety official, without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24)

Legal Reference:

EDUCATION CODE

35182.5 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 Definitions, directory information 49073 Release of directory information

60048 Commercial brand names, contracts or logos GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

6254.21 Publishing addresses and phone numbers of officials 6254.24 Definition of public safety official

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law UNITED STATES CODE, TITLE 20

1232g Federal Family Educational Rights and Privacy Act (FERPA) CODE OF FEDERAL REGULATIONS, TITLE 16

312.1-312.12 Children's Online Privacy

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and Privacy COURT DECISIONS

Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112

Perry Education Association v. Perry Local Educators' Association, (1983) 460 U.S. 37 Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982) 457

U.S. 853

Management Resources:

CSBA PUBLICATIONS

Maximizing School Board Governance: Community Leadership, 1996 WEBSITES

CSBA: <http://www.csba.org>

California School Public Relations Association: <http://www.calspra.org> National School Public Relations Association: <http://www.nspr.org>