

## **RSU 40 Website and Social Media Guidelines**

### **Website Purpose**

The purpose of RSU 40's official website and social media platforms are to provide general information about our school system as well as information about educational programs, school-sponsored activities and events. The website and social media platforms are intended to support the educational mission of the schools to enhance the curriculum and learning opportunities for students and employees; and to inform the larger community about our schools.

RSU 40's website and social media platforms are an outlet for the official message of RSU 40 and are not a forum for dissemination of other views. The content of the website and social media platforms shall remain in the exclusive control of RSU 40, the School Board and designated agents.

### **Website Structure**

The website includes the following content areas:

1. System-wide information (such as Central Office, Technology, Transportation, Facilities, Food Service).
2. School Board information (such as members, committees, meeting agendas and minutes, and Board policies/procedures).
3. Notices on issues of particular importance for the public and school community, as well as any notices required to be posted on the website by law/regulation.
  1. Information for each school.
  2. Information about school-sponsored co-curricular/extra-curricular organizations.
  3. Information about school events and activities.
  4. Contact information for School Board members and school staff.
  5. Official positions of the School Board on school-related issue and policies.

**RSU 40's Authority and Web/Social Media Coordinator Responsibilities**

RSU 40 reserves the right to approve all website and social media content and to edit, delete or modify any web page or social media content to comply with the intended purposes of the website and social media platforms and these guidelines.

The Superintendent will designate a Web/Social Media Coordinator, who is responsible for maintaining the website and social media platforms; approving all material to be posted on the website and social media platforms; and monitoring all website and social media activities for compliance with Board policies, applicable laws and regulations, and these guidelines.

All position statements and viewpoints published on the website related to school policy, governance and initiatives must be approved by the School Board or its designee(s).

Only the Web/Social Media Coordinator will have password-protected access to the web server to place and remove web pages and content.

**Website and Social Media Content**

The school unit's website and social media platforms do not create, nor are they intended to create, a public or limited public forum. All content placed on the website/platforms must serve the educational mission of the school and will support RSU 40's official views regarding how best to accomplish the educational mission of the schools.

Website and social media content is limited to school-sponsored information and activities. No personal student or employee web pages, blogs or other interactive features are permitted on the website or social media platforms.

Web page and social media content must comply with Board policies/procedures, guidelines and school rules.

All materials placed on the website and social media must meet academic standards for proper spelling, grammar, content, accuracy and appearance.

If the Web/Social Media Coordinator is unsure whether particular material is appropriate for the website or social media platform, the Coordinator is expected to consult with the Superintendent, whose decision shall be final.

**Confidentiality of Student Information**

The website and social media platforms shall be in compliance with all applicable state and federal confidentiality laws and regulations.

At no time will personal information about students (such as home address, telephone number, email address, birth date, social security number, etc.) or any other information that is confidential under state or federal laws/regulations appear on the website or social media platforms. The website and social media platforms will not include any information that indicates the physical location of students at any given time.

Student information, photographs or work may only be published on the website or social media platforms if the student's parent/guardian has provided permission.

### **Confidentiality and Employment Information**

At no time will personal information about employees appear on the website or social media platforms (including home address, home telephone number, home email address, birth date, social security number, etc.).

RSU 40's website and social media platforms are maintained in part to enhance communication with students and their families, and the school email addresses and/or telephone numbers of employees are published on the website.

### **Copyright**

Appropriate permission must be obtained before any copyrighted or trademarked material is used on the website or social media platforms. No copyrighted material may be reproduced, transmitted or displayed on RSU 40's website or social media platforms without obtaining permission from the copyright owner.

Students retain the copyright for materials that they create.

An appropriate copyright notice will appear with all copyrighted material published on the website or social media platforms.

Except for the above exceptions, all web pages and content on the website are the property of and owned by RSU 40.

### **Website Design and Accessibility**

The Web/Social Media Coordinator shall develop standards for the design and appearance of RSU 40's website. These standards will include appropriate measures to make web pages accessible to persons with disabilities. RSU 40 information available on the website will also be made available to the public in alternative forms upon request.

### **Advertising**

RSU 40's website will not include any advertising, nor will it include any selling activities outside of publicity for school-sponsored and/or approved fundraising activities.

**Links to External Sites**

RSU 40's website will not include links to any personal websites or social media accounts of students or employees.

The website may include links only to websites that have a demonstrated educational or other informational value to students, employees or the community, as deemed appropriate by the Web/Social Media Coordinator.

The website will include a disclaimer informing users that any links are provided as a convenience, and that RSU 40 does not endorse these sites or have any responsibility for the content of these sites.

**Additional Requirements**

The website will inform users about how to contact the Web/Social Media Coordinator.

Each web page will include the date the page was last updated.

The Web/Social Media Coordinator will provide appropriate information to school user regarding technical requirements for publishing material on the website and social media.

Cross Reference:     IJND – RSU 40 Website and Social Media  
                          EGAD - Copyright Compliance  
                          EGAD-R – Copyright Compliance Procedure

Adopted: October 2, 2008

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          October 7, 2021