

## TECHNICAL STANDARDS FOR PARKVIEW WEBPAGES

1. Webpages created for publication on the District's website shall be approved by the District communications specialist before being placed on the District's website. Designers of the webpages must adhere to all rules, regulations and obligations regarding webpage publication. Failure to comply may result in the created pages not being uploaded. Any recommended changes to the District website must be approved by the communications specialist prior to publication.
2. The communications specialist, with input from administration, is responsible for webpage monitoring and approval to ensure compliance with content standards. Published webpages will follow District policies regarding copyright and nondiscrimination and will not contain offensive material.
  - a. All subject matter on webpages published on the District website should be related to curriculum, instruction, school authorized activities or contain community information. Any content posted to the web should relate to the District or the schools within the District.
  - b. No text, image, movie, video or sound that contains pornography, profanity, obscenity or language that offends or degrades others or links to such material will be permitted.
  - c. Pages to which the District provides links must not have any intent of commercial gain.
  - d. Any material, graphical or text that is copyrighted to someone else cannot be used unless written permission has been obtained from its owner. The original permission should be housed in the school building or department that obtained the permission. A copy of such written permission should be given to the District communications specialist when the webpages are submitted for inclusion in the District's webpages.
  - e. Web work must be free of spelling and grammatical errors.
  - f. Questions regarding the quality or propriety of webpage material, appearance or content are the responsibility of the administration.
3. If changes or additions are suggested to the website, a request is to be sent to the communications specialist, and he/she will work collaboratively with the requestor.
4. Student Safeguards are covered in Policy 363.2 – Student Access to Technology Resources.
5. Personal homepages, or links to home pages of other individuals or organizations not directly governed by District policies, shall not be published as part of the District's website. Staff/department pages, student work or reference links may be published if they relate to a class project, course or other school related activity.
6. Technology changes quickly. As a result, the technical standards outlined in this rule could require modifications during the school year. Such changes will be made by the communications specialist with approval of the administration.

**APPROVED:**   October 25, 1999  
                       July 14, 2003  
                       October 17, 2011  
                       May 18, 2015  
                       **MARCH 15, 2021**