

Mt. Blue Regional School District Website And Social Media Guidelines

A. Website Purpose

The purpose of Mt. Blue Regional School District's (RSU 9's) official website and social media accounts 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 accounts 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 9's website and social media platforms are an outlet for the official message of RSU 9 and are not a forum for dissemination of other views. The content of the website and social media accounts shall remain in the exclusive control of RSU 9, the Board, and designated agents.

B. Website Structure

The website includes the following content areas:

1. System-wide information (such as the District Office, Technology, Transportation and Facilities, School Nutrition);
2. School Board information (such as members, officers, subcommittees, meeting agendas, minutes and Board policies and procedures);
3. Notices on issues of particular importance for the public and school community, as well as notices required to be posted on the website by laws/regulations;
4. Information for each school;
5. Individual department, grade level and/or classroom information (which may include student work and/or teacher-created work and resources);
6. Information about school-sponsored co-curricular/extracurricular organizations;
7. Information about school events and activities;
8. Contact information for School Board members and school staff.
9. Official positions of the School Board on school-related issues and policies.

C. School Unit Authority and Webmaster and Social Media Coordinator Responsibilities

RSU 9 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 accounts and these guidelines. Any web presence, including but not limited to websites, blogs, social media accounts, and online forums, created or maintained by district staff in their capacity as employees or representatives of the district, must be approved by the designated district authority.

The Superintendent shall designate a Webmaster and 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 accounts, and monitoring all website and social media activities for compliance with Board policies, applicable laws and regulations, and these guidelines. The Webmaster and Social Media Coordinator may designate others to perform this work.

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 Webmaster and Social Media Coordinator and other authorized school staff shall have password-protected access to the web server to place and remove web pages and content.

D. Website and Social Media Content

1. RSU 9's website and social media accounts do not create, nor are they intended to create, a public or limited public forum. All content placed on the website or social media accounts must serve the educational mission of the school and shall support RSU 9's official views regarding how best to accomplish the educational mission of the school.
2. 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.
3. Web page and social media content must comply with Board policies, administrative procedures, guidelines and school rules.
4. All materials placed on the website and social media platforms must meet academic standards for proper spelling, grammar, content, accuracy and appearance.
5. If the Webmaster and 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.

E. Confidentiality of Student Information

1. The website and social media accounts shall be in compliance with all applicable state and federal confidentiality laws and regulations.
2. At no time shall personal information about students (such as home address, telephone number, e-mail address, birth date, social security number, etc.) or any other information made confidential by state or federal law appear on the website or social media accounts. The website and social media accounts will not include any information that indicates the physical location of students at any given time.
3. Student information, photographs or work may only be published on the website or social media accounts if the student's parent/guardian has signed the Parent/Guardian Agreement Form to Publish Student Information. For purposes of these guidelines, student information includes name, class rosters, awards/honors received, and team/extracurricular activity participation lists.

F. Confidentiality of Employee Information

1. At no time shall personal information about employees appear on the website or social media accounts (including home address, home telephone number, home e-mail address, birth date, social security number, etc.).
2. Because the school unit's website and social media accounts are maintained in part to enhance communication with students and their families, the school email addresses and/or telephone numbers of employees are published on the website.

G. Copyright

1. Appropriate permission will be obtained before any copyrighted or trademarked material is used on the website or social media accounts. No copyrighted material may be reproduced, transmitted or stored on RSU 9's website or social media platforms without obtaining permission from the copyright owner.
2. Students shall retain the copyright on materials that they create.
3. An appropriate copyright notice will appear with all copyrighted material published on the website or social media accounts.

4. Except for the above exceptions, all web pages and content on the website are the property of and owned by RSU 9.

H. Web Site Design and Accessibility

1. The Webmaster and Social Media Coordinator is authorized to develop standards for the design and appearance of RSU 9's website. These standards will include measures to make web pages accessible to persons with disabilities. School unit information available on the web site will also be made available to the public in alternative ways upon request.

I. Advertising

1. RSU 9's website will not include any selling activities outside of publicity for school sponsored and/or approved fundraising activities.

J. Links to External Sites

1. RSU 9's website will not include links to any personal websites or social media accounts of students or employees.
2. The website may include links only to websites that have demonstrated educational value to students, employees and/or the community, as deemed appropriate by the Webmaster and Social Media Coordinator.
3. The website shall include a disclaimer informing users that links are provided as a convenience, and that RSU 9 does not endorse these sites or have any responsibility for the content of these sites.

K. Additional Requirements

1. The website shall inform users about how to contact the Webmaster and Social Media Coordinator.
2. Each web page shall include the date the page was last updated.
3. The Webmaster and Social Media Coordinator will provide appropriate information to school users regarding technical requirements for publishing material on the website and social media.

Cross Reference: IJND – Website and Social Media

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