

Arp ISD Posting Policy Contract (Sign if you have read and agree with this policy)

NAME _____ **DATE** _____

The Arp ISD Posting Policies require that students, community, faculty, and stakeholders be presented in a positive light in all academic and athletic areas and settings.

Web Content & All Digital Communication including but not limited to: Blogging, Chat, Forums, Websites, Twitter and Email – The content of Arp ISD Website, DVDs, CDs, videos, PodCasts, Blogs, Wikis, streaming video sessions, linked-Web content, email, social media or any other school-related publication will reflect on the image of the district and as such must be handled responsibly, ethically, and taken seriously. Publications, postings, email, and media are intended to be used for the communication of school information and the activities of classes, educational objectives, clubs, athletics and other school events. The content of these postings and publications follow the same guidelines as the Arp ISD's Acceptable Internet Use Policy. Submissions will not permit unacceptable, obscene, derogatory or objectionable information or content, language, media or images as defined by the Arp ISD administration.

Publication purposes for all productions or products -- using Web, email, CD, DVD, video, newspapers, magazines, yearbook, broadcasts or any social media shall be to:

1. Promote successful students and educational practices
2. Provide educational and technical awareness to parents, community, faculty, students, and all stakeholders
3. Allow students the opportunity to develop ethical and technical expertise in the fields of communications, broadcasting, and global telecommunications
4. Provide a learner-centered environment for demonstration of ethical and character-building experiences and as contributors to the electronic community and global database of knowledge
5. Provide a forum for the ethical exchange of knowledge under copyright laws
6. Promote best-practices for educational objectives (excluding violence, unethical behavior, or abusive language or acts)
7. Provide teaching and learning 24-7
8. Allow students & teachers to gain recognition for successful practices.
9. Promote Internet Safety and Technical Literacy
10. Protect the identity of minors

Who May Publish/Post Information for Arp ISD?

The following persons and organizations will be allowed to publish/post information for Arp ISD:

- School, departments, offices, official committees, and organizations of the school district
- Official student organizations or approved student products
- Currently-employed faculty and staff
- Each school's PTO and
- Other groups or individuals whose purposes are consistent with the mission of the school district, at the discretion of the district superintendent and the Web Design Team for the district.
- There will be no personal student pages published to the outside world on any AISD district or campus server without prior authorization. Faculty pages are allowed, providing that they offer appropriate information. Digital vitas for students and faculty members must have prior authorization.
- All communication between students and faculty must be for the purpose of promoting the educational values of the district.

WHO IS RESPONSIBLE FOR the websites, email, media, and Blogs?

The Posting Policies for the district will be under the direction of the Superintendent's designee, the Director of Technology. Each student, teachers, campus and department posting will be familiar with the Posting Policies before they are allowed to utilize district systems or to represent the district in social media or in online communication. Each staff member must attend training to learn the necessary skills to manage student and campus postings, email, media, and learn design requirements. Each person who posts or emails is responsible for the content of their postings.

DISCLAIMER OF LIABILITY

The District shall not be held liable for the following:

- users' inappropriate use of the District's electronic communication resources
- violations of copyright restrictions
- users' mistakes
- negligence
- costs incurred by users
- The District shall not be responsible for insuring the accuracy or usability of any information found on the Internet.

ACCEPTABLE USE

The technology director shall develop and implement administrative regulations, guidelines, and user agreement, consistent with the purposes and mission of the District and with law and policy governing copyright.

MONITORED USE

Electronic mail transmissions and other use of the electronic communication system(s) by students and employees shall not be considered confidential and may be monitored at any time by designated staff to ensure appropriate use for educational or administrative purposes.

TRAINING

Training for employees and students in the proper use of the system(s) will be provided. Users will be provided copies of the District's acceptable use guidelines. Training in the District's systems will emphasize ethical use of all system resources.

BLOGS: The purpose of a Blog is not to chat or email friends. Instead, Blogs are to exchange educational ideas, questions, and materials. Blogs are to be used for instructional purposes ONLY. They are to follow all posting policies. Use proper spelling and grammar on your Blog. DO NOT share personal information if you are under 16 years of age (telephone number, face photos, or address).

COPYRIGHT

Copyrighted software, information, or data may not be placed on any system connected to the District's system(s) without permission from the holder of the copyright. Only the owner(s) or individuals the owner(s) specifically authorize may upload copyrighted material to the system(s).

PUBLISHING GUIDE FOR DISTRICT AND CAMPUS POSTINGS BASIC CONSIDERATIONS

It is desirable that the district and the campus sites and communication systems present a unified and coherent picture of our school district and the AISD mission. Therefore, the following guidelines are meant to remind publishers of the variety of details that should be considered when students are designing online pages:

- **All Blogs, Forums, Posts must be titled with the student's correct first and last name. No special characters, nicknames, or aliases are allowed.**
- **Students MUST set Access to "Authenticated Users" ONLY. If the student fails to set the proper access, their Blog may be deleted.**
- **Proper grammar and spelling is essential for publishing content to the global community.**
- **Be sure to observe copyright laws when using the work of others.**

GRAPHICS for the Web

- **Images should have a resolution of approximately 72 dpi (dots per inch).**

- For quickness in loading, images should be a maximum size of about 2" by 3" (300X200 pixels) or 70 KB.
- If larger images are used, thumbnail sketches and text alternatives should be provided.
- JPG graphics should be used wherever possible.
- Photographs of staff members or students may be used if that staff member or parent/guardian has signed an electronic release form.
- When using student photographs, first names only will be used to identify a student who is a minor.

CONTENT SPECIFIC TO POSTINGS

Remember that the purpose of the all publishings and postings is to educate. Information contained within a posting should be of benefit to students, parents, staff members, and community. Communication should also be updated frequently and correct in both grammar and spelling.

NO AISD POSTING MAY CONTAIN

- Inappropriate material or links to inappropriate material. (Remember that the purpose of the link should be to improve the academic performance of all students.) The Superintendent's Designee, Director Technology and the Web Design Team of AISD will define what is objectionable or inappropriate for a school site.
- Individuals, schools or departments must not post defamatory, inaccurate, abusive, obscene, profane, sexually oriented, threatening, harassing, offensive, or illegal language or material. These items are defined by the Board of Education.
- Links to resources that no longer exist.
- Full names of students with identifying picture. (If a student picture is to be used in an article, students must be referred by their first name only)
- Any graphic or information that is in violation of copyright laws.
- Commercial advertisements or links, including banner ads and promotions.
- Commercial use is prohibited. Commercial use is defined as "offering or providing products or services".
- Engaging in fund-raising, political lobbying or other political activities is prohibited for AISD employees.

FREE SPEECH

The stakeholder's right to free speech as it applies to communications in or for AISD. AISD postings are considered a limited forum, similar to the school publications, and therefore the district may restrict the speech for valid educational reasons. The district will not restrict any speech on the basis of a disagreement with the opinions being expressed. The district may disagree with how a view is expressed.

You are legally and ethically responsible for protecting and preserving AISD proprietary rights. This means that no messages disclosing sensitive, confidential, restricted, non-public, or proprietary information may be published/posted.

PROHIBITIONS

The following practices are NOT acceptable:

- **Giving out your password.**
- **Sharing your account.**
- **Using someone else's account.**
- **Using your account to harass, discriminate against, or abuse someone.**
- **Using your account for commercial purposes.**
- **Using your account to access inappropriate, obscene, or pornographic material.**
- **Using unauthorized chat rooms or messaging.**
- **Seeking unauthorized access to any resource.**
- **Downloading/uploading of software or files without first checking for viruses.**
- **Transmitting email messages without your correct identity.**
- **Copying, downloading, or distributing any copyrighted materials including but not limited to email, text files, program files, image files, database files, sound files, and music files.**

CONSEQUENCES

Violating any of the guidelines or prohibitions listed above can result in any or all of the following:

- 1. Restricted network access.**
- 2. Termination of your network account.**
- 3. Disciplinary or legal action including, but not limited to, criminal prosecution and/or penalty under appropriate state and federal laws.**

I understand and agree to the Arp ISD Publishing/Posting Policies.

NAME

POSITION

DATE