

Internet Publishing Roles and Responsibilities

Technology Director

The district's Director of Technology will serve as the technical manager for Internet published materials.

Responsibilities:

- Serve as editor of all documents published on the district website.
- Assure accuracy and appropriateness of all materials published, so that they adhere to the district's goals, guidelines, and policies.
- Ensure that district website updates are made in a timely manner.
- Organize appropriate training for school and district staff, as needed.

School Principal

The school principal has the responsibility for content information published by their school on the Internet.

Responsibilities:

- Designate a school webmaster who agrees to support the district's *Internet Publishing Procedure*.
- Ensure that the school webmasters and teacher contributors understand the *Internet Publishing Procedure*.
- Assure content adheres to the district goals, guidelines, and policies. (Refer to the *Internet Publishing Guidelines*).
- Monitor teacher web pages to ensure teachers adhere to the *Internet Publishing Guidelines*.
- Ensure that school website updates are made in a timely manner.

School Webmaster

The School Webmaster is the person responsible for designing, editing, and preparing content for publication. All content shall be in accordance with procedures established by the Hopkins County School District's *Internet Publishing Guidelines*.

Responsibilities:

- Maintain up-to-date school information on all school pages.
- Ensure accuracy and appropriateness of all materials to be published.
- Work with the school principal in ensuring teachers understand the *Internet Publishing Procedure*.
- Add/edit staff members in the staff directory to ensure all information is up-to-date.
- Maintain staff photos in the staff directory.
- Provide teacher training and assist teachers in website design.

Teacher Site Webmaster

The Teacher Webmaster contributes to communication with parents and students through maintaining a teacher website.

Responsibilities:

- Review and understand the district's *Internet Publishing Procedure*.
- Ensure accuracy and appropriateness of all material to be published, so that it adheres to the district goals, guidelines, and policies. (Refer to the *Internet Publishing Guidelines*).
- Update new school year information by the second week of school.

Internet Publishing Guidelines

- **Educational Value** — Material to be published must not display, access, or link to sites deemed offensive. All published material must have educational value, support the district guidelines, goals, and policies, and must conform to established school guidelines. Schools should concentrate on submitting material that reflects school activities, student work, special projects, or aspects of the community that they serve.
- **Quality** — All work published must be free of spelling or grammatical errors. All navigation links must work, and no intentionally dead links or "under construction" pages are allowed.
- **Protect Privacy** — At no time shall any student or employee personal information (home address, home e-mail address, or home phone number) appear on school or district published materials.
- **Student Personal Information** — To assure student safety, individual students should not be identified in photographs appearing on Internet published materials, unless a signed parental permission form is on file at the school. Documents may not include any information that indicates the physical location of a student at a given time, other than attendance at a particular school or participation in school activities.
- **Student Photos** – No student photo shall be published on the school website without signed parental permission on a Media Release Form.
- **Copyright Laws** — Adhere to all copyright laws.
- **Content Monitoring/Auditing** — The sponsoring administrator should regularly "visit" Internet accessible content to monitor appropriateness, quality, and educational value. Accordingly, the school district reserves the right to audit and/or adjust materials on any school website.