

**MILLINOCKET SCHOOL BOARD POLICY  
SCHOOL UNIT WEBSITE AND SOCIAL MEDIA GUIDELINES**

**A. Website Purpose**

The purpose of the Millinocket School Department's official website and social media platforms is to provide general information about our schools and information about school operations and education programs, school-sponsored activities and events. The website and social medial 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.

The Millinocket School Department's website and social media platforms are an outlet for the official message of the schools 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 the Millinocket School Department, the School Board and designated agents.

**B. Website Structure**

The website includes the following content areas:

1. System-wide information, such as Central Office, Technology, Food Service, etc.)
2. School Board information, such as members, committees, agendas, minutes, policies, etc.
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.
4. Information for each school.
5. Individual department, grade level and/or classroom information, which may include students work and/or teacher-created work and resources.
6. Information about school-sponsored co-curricular/extra-curricular 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 Web/Social Media Coordinator Responsibilities**

The Millinocket School Department 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 shall 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 or designee(s) shall have password-protected access to the web server to place and remove web pages and content.

### **D. Website and Social Media Content**

1. The Millinocket School Department'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 shall support the Millinocket School Department's official views regarding how best to accomplish the educational mission of the schools.
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 pages and social media content must comply with Board policies/procedures, guidelines and school rules.
4. All materials placed on the website and social media must meet academic standards for proper spelling, grammar, content, accuracy and appearance.
5. 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.

### **E. Confidentiality of Student Information**

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

#### **F. Confidentiality of Employee Information**

1. At no time shall personal information about employees appear on the website or social media platforms, such as home address, telephone number, email address, birth date, social security number, etc.
2. The Millinocket School Department'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.

#### **G. Copyright**

1. 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 the Millinocket School Department's website or social media platforms without obtaining permission from the copyright owner.
2. Students retain the copyright for materials that they create.
3. An appropriate copyright notice will appear with all copyrighted material published on the website or social media platforms.
4. Except for the above exceptions, all web pages and content on the website are the property of and owned by the Millinocket School Department.

#### **H. Website Design and Accessibility**

The Web/Social Media Coordinator shall develop standards for the design and appearance of the Millinocket School Department's website. These standards will include appropriate measures to make web pages accessible to persons with disabilities.

The Millinocket School Department's information available on the website will also be made available to the public in alternative forms upon request.

### **I. Advertising**

The Millinocket School Department'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.

### **J. Links to External Sites**

1. The Millinocket School Department'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 a demonstrated educational or other informational value to students, employees and/or the community, as deemed appropriate by the Web/Social Media Coordinator.
3. The website shall include a disclaimer information users that any links are provided as convenience, and that the Millinocket School Department 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 Web/Social Media Coordinator.
2. The web page shall include the date the page was last updated.
3. The Web/Social Media Coordinator will provide appropriate information to school users regarding technical requirements for publishing material on the website and social media.

Cross Reference: EGAD/EGAD-R – Copyright Compliance  
IJND– School Website and Social Media

First Reading: 3-9-21  
Adoption: 3-23-21