(8) Website Postings by Schools and Staff

(a) School and Department Websites

(i) Schools and departments may post an intra-local area network (LAN) website on their local school based server. Each school website shall be available throughout the school via the school's LAN and throughout the District via the District's wide area network. A website posted on a school's local server shall not be available to the world-wide web via the internet.

(ii) Schools and departments desiring to post a website for public access via the internet shall submit the proposed website to the ITS Department for posting on the District's web server. All internet domain names and addresses shall be registered and maintained only by the ITS department. Schools, school departments/subdivisions and District department may not redirect any external domains to the District web server. The ITS Department will publish guidelines for the content and format of public websites posted on the District's web server.

(b) Staff Websites and Social Networking Pages

(i) School District staff are encouraged to include a "class" or "teacher" web page as part of the involved school's public website. In this event, staff shall coordinate with the school website contact person to arrange for inclusion of the class or teacher web page as a part of the school's website.

(ii) Individual staff members may also opt to build a personal web page on an outside server. If a staff member builds and publishes a web page on a server other than the School Board's website, discretion should be exercised when building hyperlinks to other pages. Any web page published on an outside server shall not represent or purport to represent either the school or the School Board. Any staff web page published on an outside server should clearly indicate that the site is published by the individual. The following statement, in type or font size no smaller than that used in the main text or body of the web page, is sufficient notice on nonrepresentation:

"This website is created and maintained by [name of individual], who is solely responsible for its content. The School Board of St. Lucie County, Florida, [name of school], and representatives for the School Board and the School (i) have not reviewed or approved the content of this site, and (ii) do not sponsor or endorse the content of or any view expressed on this site."

(iii) Student photos or confidential student records should not be placed on or accessible through a staff member's website.

(9) Communications with Students via Electronic Media

(a) The District encourages positive and professional communication between staff and students by means which best protect the interests of all concerned. Communications via personal electronic media such as Facebook, Twitter, cell phone messaging, and other personal electronic means regarding school matters have the potential to create both public records and education records, or to contain personally identifiable student information. The School Board is ultimately responsible for the maintenance and proper disposal of such records and for the protection of such confidential information, and is dependent upon its employees to meet this responsibility.

(b) Staff shall utilize School Board resources in all electronic communications with students regarding school matters provided, however, private electronic media, such as a cell phone, may be used when District resources are not available, when such use is in the best interest of all concerned.

(c) Staff communications with students via private electronic media concerning non-school related matters are governed by, and may lead to discipline under, Board Policies, including Policies 6.301, 6.303, and 3.43 and all codes of ethics applicable to Board employees. All ethical expectations for appropriate employee/student relationships should be followed when posting on websites and social networking pages. The District cautions employees against creating personal web pages and social networking site accounts that permit social interaction with their students.