Office of Communications
Web Publishing Guidelines

Fresno Unified School District maintains websites for the primary purpose of communicating with staff, students, parents and the community. Schools and departments are encouraged to develop and maintain their own part of the district website to provide information to the community about curriculum, instruction, school-authorized activities and other general information about our schools and Central Office departments. These guidelines will apply to all website pages supported on district servers, whether created by schools, departments, staff, students, or other persons.

Creators and/or authors of websites on district servers need to familiarize themselves with, and adhere to, the following Web publishing guidelines in order to receive and retain authoring privileges.

For the purposes of these guidelines, "district website" and "district Web pages" refer to all the pages housed within the district's website on the server used by the district.

Site Administration

1. All "official" Fresno Unified websites shall be hosted on the district webserver. School or department websites that are hosted on any other servers or hosting providers will not be linked to from Fresno Unified School websites unless approved by the Chief Information Officer.
2. Any school/department setting up a website shall have a site webmaster appointed by the school principal/department administrator. The webmaster shall assist in ensuring these procedures are followed.
3. The principal/department administrator must review and approve all pages before they are published on the website.
4. Fresno Unified's Office of Communications reserves the right to audit and/or adjust any content published on the district webserver.
5. Parental media consent forms will need to be updated at the start of each school year for all students.

Site Content

1. All content on the district website must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news, or general information relating to work, activities and accomplishments of the district and its staff, as representatives of the district.
2. No personal home pages for students or staff will be a part of Fresno Unified websites or linked to from any Fresno Unified websites.
3. All material, textual and graphic, will be either original, in the public domain, or posted with the express permission of its rightful owner.
4. Links to sites outside Fresno Unified are only allowed to websites that have a purpose directly related to the mission of the school or department Web page. These
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links will only be to websites that comply with Fresno Unified’s Acceptable Use Policy (AUP).

5. Web authors who link to an external website are required to check the appropriateness and currency of all external links contained on their Web page(s). If the link is or becomes broken, outdated or otherwise inappropriate, the teacher/staff member must unlink that page from his/her page.

6. Any Web page that is created, other than those maintained by the webmaster, must be maintained by a member of the district faculty, staff or administration. This person is responsible for the content, currency and maintenance of this page or pages.

7. Each site collection administrator assumes the ultimate responsibility for determining appropriate content for its site and the sites of its teachers or staff. Site collection administrators must approve all content prior to publishing.

8. Staff may not publish or maintain any personal Web pages or Web pages for other individuals or organizations not directly affiliated with the district as part of the district's website.

9. All Web pages should be free of spelling and grammatical errors. It is the Web page author's and the site collection administrator's responsibility to proofread all material before it is posted on the website. Should errors be missed, they should be fixed immediately upon discovery.

10. The following statement must be part of the footer on every district Web page:  
"This page is maintained by (Name of School), according to the Web publishing guidelines of the Fresno Unified School District. The district is not responsible for facts or opinions contained on any linked site."

11. Commercial advertising or marketing on any district, school, classroom or teacher Web page (or the use of school-affiliated Web pages for the pursuit of personal or financial gain) is prohibited unless otherwise authorized by the superintendent of schools. School-affiliated Web pages may mention outside organizations, but only in the context of school programs that have a direct relationship to those organizations (e.g., sponsorship of an activity, student community service project).

12. Web pages may not contain any detailed maps, floor plans or "virtual tours" of district buildings.

**Safety and Liability Issues**

1. Web pages may not include students' contact information, including telephone numbers, addresses or e-mail addresses. Any inclusion of student information on the district's website must adhere to the district's policy regarding release of student "directory information," which states that the district may release a students' name, grade, school, address (as appropriate), photograph, participation in officially recognized activities or sports, and any honors or awards received without prior parental permission. This information (including students' names and photographs) may be used on the district website, as long as the district does not have a written request from a parent/guardian barring its release. Any student information
communicated via Fresno Unified websites will comply with district policies on data privacy and public use of school records.

2. Web pages should 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-related activities.

3. Web pages may include faculty or staff names and images; however other personal information about employees, including but not limited to home telephone numbers, home addresses and personal e-mail addresses, may not be included on any district Web pages.

4. Under no circumstances should a teacher/staff member give students his/her website username or password.

Organization of Site Structure

1. Teachers/staff members who author a district Web page or pages must use the templates provided by the district. The template design may not be altered in any way. All text, graphics, links and other content added by the teacher/staff member should be placed in the editable content section of the template. All colors and text styles provided with the template must be maintained.

2. All photos should be sized properly with the correct aspect ratio and optimized for the Web at 72 dpi. Large photos or graphics should be avoided. All images and graphics should be saved in the appropriate “images” folder.

3. Web pages should not contain links to pages that are not yet completed. Do not create links to “Under Construction” pages.

4. Any sound or video used on the district website must first be approved by the site collection administrator. Videos posted on all public District Web pages should be hosted on Vimeo. Embedded videos from Vimeo are accessible to students and do not contain ads.

5. Fresno Unified School websites shall not be used as a forum for political or personal philosophy.

6. All content shall conform to School Board Policies, established procedures and copyright laws; and shall not violate state, federal or local laws.

7. Fresno Unified retains all proprietary rights to websites hosted on its servers, without written authorization to the contrary.

Keep Your Website Current

1. Pages should be checked regularly to ensure that links are working and meet district standards. Check to make sure all internal and external links work properly.

2. Remove expired or date-related items.

3. Maintain and update files by removing outdated files.
Use of Copyrighted Materials/Fair Use/Intellectual Property

1. All web-site authors must follow all applicable and existing copyright laws pertaining to the use of text, images, sounds, and hyperlinks to other web sites/pages.
2. All employees and students are prohibited from copying materials not specifically allowed by copyright law, "Fair Use" guidelines, licenses or contractual agreements or the permission of the copyright proprietor. Web pages must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials and that such publication is in accordance with the "Fair Use" provisions of the copyright law.
3. Fair use provisions allow for copyrighted material to be used for the purpose of criticism, comment, news reporting, teaching, scholarship or research. However, information on a website — including teacher or student projects — may not be covered by these provisions because they could be widely disseminated due to the fact that they are available on the Internet. Therefore, anyone who is authorized to author a page on the Fresno Unified website should obtain permission of the copyright holder before posting copyrighted information on district websites.
4. Unless otherwise noted, always assume that work (including photographs, text, music and graphics) on the Internet is copyrighted. It is NOT necessary that the copyright symbol (©) be displayed for the work to be protected by copyright laws.

Website Accessibility Statement

1. It is the goal of Fresno Unified School District that the information on our website be accessible to individuals with visual, hearing or cognitive disabilities. Good faith efforts have been made to ensure that our site complies with all State and Federal Laws and comply as much as possible with the W3C’s Web Content Accessibility Guidelines (WCAG).
2. Please note that some pages on the Fresno Unified School District website contain links to third party sites, which are not within our control and may not comply with accessibility standards. The district is not responsible for the content or accessibility of third party sites.