



# PROCEDURE

IT-005

## WEBSITE REQUIREMENTS

<b>Superintendent Responsible:</b> Superintendent of Education, Information Technology Services	<b>Initial Effective Date:</b> 2021/11/22
<b>Last Updated:</b> 2023/06/14	<b>Next Review Date:</b> 2027/05/26

### Purpose

To outline the requirements to be followed when students and employees publish material on the Internet including website content.

### Guiding Principles

#### 1.0 Overview:

- 1.1 The availability of Internet access in all Grand Erie District School Board schools provides an educational opportunity for students and employees to contribute to Grand Erie's web pages.
- 1.2 The creation of a web page provides a means for sharing information with Grand Erie and the world about school curriculum and instruction, school-authorized activities, and other information relating to our schools, our mission and vision; and provides instructional resources for employees and students. While Senior Administration supports a decentralized approach to administering school websites, Senior Administration retains the final decision on the suitability of website content and design and can direct schools to change content and/or design.

#### 2.0 Website Content Requirements:

- 2.1 All board and school website pages will provide a section for feedback (e.g., info@granderie.ca). Schools will have in place a mechanism for reviewing and addressing feedback submissions in a timely manner. Information should be organized in a coherent manner that is easy to navigate. Content must be clear, comprehensive and jargon-free. It must be responsive and provide a mechanism for visitors to the site to contact the school or board e.g., by offering an email address.
- 2.2 All board and school websites must comply with the Visual Identity of the board and must be hosted on the appropriate web platform supported by Information Technology Services. School sites will have a shortened style domain address for ease of access. No alternative domain, site, blog, or server will be used to represent the school in an official or unofficial capacity.
- 2.3 Grand Erie websites should be relevant, have information that is easy to access, reflect the values of Grand Erie and establish brand equity throughout the system.
- 2.4 Grand Erie employs communication methods and strategies to convey and strengthen the image and culture of the organization as a quality public educator which reflects equity and inclusivity. Consistent messaging in print and electronic materials supports this objective and helps our communities identify with Grand Erie, which is essential in maintaining the Grand Erie as the educator of choice for the communities we serve.
- 2.5 Websites must meet the [Web Content Accessibility Guidelines](#) (WCAG) under the Accessibility for Ontarians with Disabilities Act (AODA).
- 2.6 Websites should provide information about Grand Erie schools, programs and services and reflect a positive image. Websites should provide a high degree of customer service and demonstrate how the Grand Erie District School Board is fulfilling its Multi Year Plan.
- 2.7 Content on Grand Erie sites, including school sites, will not be in contravention of any Board policy or procedure, including but not limited to:
  - (a) Content will not promote violence or hatred

- (b) Content will not contain sectarian or denominational content
- (c) Content that is focused on issues must inform or educate, create awareness of issues in the community and or/facilitate community discussions
- (d) Content will not promote a specific political party
- (e) No advertising (commercial or promotional) from external organizations
- (f) Content will not contain criticisms of trustees, employees or students or statements that could cause the board embarrassment or liability
- (g) Content must adhere to the privacy and information requirements

2.8 All board and school websites will provide public pages (accessed by school and local community) and secure pages (accessed by single sign-in authentication; not available to others outside board). Functionality in secure pages will be specific to the users logging in (employees, students, and parent(s)/caregiver(s)).

2.9 External links should be relevant and are subject to the same standards of content quality as Grand Erie websites as noted in Sections 2.4 and 2.5 of this document. All linked pages should open in a new window, thereby maintaining the visitor within a Grand Erie website.

**3.0 Photographs, Personal Information and Student Safety:**

- 3.1 Grand Erie employees should refrain from taking or posting photographs of a large group when there are students in the group who do not have consent to be photographed.
- 3.2 For the safety of students, the board will not use the name of a Grand Erie student or the photograph of a Grand Erie student on any website without consent given through the Freedom of Information Parent/Caregiver Information Sheet process collected annually through the registration form or the current verification forms.
- 3.3 A class picture will not be posted online if there is even one student in the photo whose parent(s)/caregiver(s) have not provided informed written consent on the Registration/Current Information Sheet based on the Freedom of Information Parent(s)/Caregiver(s) Information Sheet.
- 3.4 Grand Erie cannot control or prevent the further distribution or use of photos, videos, or other personal information taken by parent(s)/caregiver(s) or members of the community at public functions held inside or outside the school. Grand Erie urges all school guests to protect the personal information and identity of students and seek consent from parent(s)/caregiver(s) of the child(ren) before posting pictures, videos or other personal information on the internet.
- 3.5 Due to the nature of certain types of personal information, some information should never be included on school or board public facing pages. This includes:
  - Student's report card and academic transcript
  - Student's Ontario Student Record (OSR)
  - Student's full name, telephone number, home address, personal/student email address, and social media account/contact information
  - Parent(s)/Caregiver(s) full name, telephone number, home address, personal email address
  - Employee's personal email address, home address, and/or telephone number

**4.0 Content Standards:**

- 4.1 Subject Matter
  - All subject matter on Grand Erie web pages and any links must relate to curriculum and instruction, school-authorized activities, or information about the Grand Erie or Multi Year Plan.
  - Employee(s) or student work may be published only as it relates to a class project, course, or other school-related activity
  - Employee(s) and student work should not contain or promote non-school items, events or products unless approved by the school and/or Senior Administration
  - Neither students, employee(s), nor other individuals may use Grand Erie's or the school's public web pages to provide access to their personal pages (non-teaching

pages) on other servers or online services. Employees and students may provide links to instructional sites or materials not on Grand Erie servers from within the secure pages, but these links/materials need to be related to class work, curriculum, and instruction and should never divulge personal information of students

- Classroom or individual teacher web pages are to be linked from the landing page of the secure student or teacher page on the school website. Web tools that facilitate communication, learning and dialogue may be used with the permission of the Administrator(s) e.g., discussion wikis, podcasts etc. These tools may not be used to communicate personal information or facilitate personal conversations, they must be learning focused

#### 4.2 Copyright

- (a) All posted content must comply with copyright and trademark regulations and Copyright - Fair Dealing Guidelines.
- (b) Graphics, video, audio, or text created by another person may not be placed on a page without demonstrated permission of the author or artist.

#### 4.3 Quality

- (a) All content must be free of any spelling or grammatical errors.
- (b) Documents may not contain objectionable material or point directly to objectionable material (i.e., material that does not meet the standards for instructional resources specified in other related board procedures).

4.4 Content should be regularly updated and maintained. Content that is no longer relevant will be removed by content owner in a timely manner.

### 5.0 School Websites:

#### 5.1 Roles & Responsibilities

- (a) The Administrator(s) is responsible for the content of the school website. The Administrator(s) or an employee volunteer approved by the Administrator(s) will act in the role of school webmaster. The webmaster will assist employees in the school in ensuring these.
- (b) Requirements are adhered to and that the content of the school web pages meets these procedures and the Administrator's approval.
- (c) Students or parent(s)/caregiver(s) volunteers cannot act as webmaster or have access to update web-content on public pages of school sites.

#### 5.2 All school websites are required to adhere to the following:

- (a) School web pages may not contain any commercial or promotional advertising. School web pages may contain small acknowledgements of school partnerships or sponsorships.
- (b) Public school pages' content cannot provide the means for people to contact any student directly. If communication back to the school is needed, it should be directed to the appropriate employee(s).

School website training opportunities and resources are available for school employees by connecting with the Communications Department through [info@granderie.ca](mailto:info@granderie.ca).

### Reference(s):

- Acceptable Use of Information Technology Policy (IT-01)
- Acceptable Use of Information Technology Procedure (IT-001)
- Code of Conduct Policy (SO-12)
- Copyright - Fair Dealing Guidelines Policy (SO-24)
- Copyright – Fair Dealing Guidelines Procedure (SO-024)
- Equity and Inclusive Education Policy (SO-14)
- Equity and Inclusive Education Procedure (SO-014)
- Privacy and Information Management Policy (SO-19)
- Visual Identity Policy (SO-25)