

**Cambridge Public Schools
Administrative Guidelines and Procedures**

WEBSITE AND WEB PAGE CONTENT

Unlike the internet itself, the Cambridge Public Schools (“CPS”) can control the type of information placed on its websites and web pages. Documents that CPS and/or its schools create for the web and that are linked to any CPS website or web page shall meet the criteria for use as public information or an instructional resource. Additionally, all outside websites or web pages that CPS and/or its schools link to any CPS website or web page shall meet the criteria for use as public information or an instructional resource.

As detailed in the Cambridge School Committee School and District Website Policy, only those websites and web pages maintained in accordance with School Committee policies and established procedures and hosted by CPS and/or an approved CPS vendor shall be recognized as official representations of CPS and/or individual schools. All information on any CPS website or web page must accurately reflect the mission, goals, policies, programs, and activities of the school and/or school district.

All websites and web pages must use the CPS content management system to publish content to any CPS web page. The use of third party systems for the creation, maintenance, or support of CPS websites and web pages, unless through an approved vendor contract, is strictly prohibited. In other words, all web content representing any school or program of CPS and/or the school district itself must be posted on CPS-owned systems or on a service that has been approved by the Superintendent of Schools or designee.

The following should be considered when determining the information to include on a given CPS website or web page:

- copyright/trademark issues (*either* all elements of text, graphics, photos, designs, trademarks, copyrights, and other artwork included on a website or web page are owned by the school district *or* appropriate permission has been given by the rightful owners);
- applicability to the curriculum or communication goals of the school or CPS;
- privacy issues; and
- related Cambridge School Committee policies.

Links to outside websites or web pages should be carefully selected based on the above issues and must be configured to open a secondary browser tab or window when clicked. Where possible, notice should be given to the user that they are leaving a CPS website or web page.

Defined Purpose

Each CPS website or web page must have a clearly defined purpose and its author must be mindful that even though the website or web page has a target audience, it can be viewed by the worldwide community.

Content Standards

All subject matter on CPS websites and/or web pages should relate to curriculum, instruction, school-authorized activities, general information supporting student safety, growth, and learning, or public information of interest to others. Therefore, neither employees nor students may publish on the CPS server personal pages or pages for individuals or outside organizations. Employee or student work may be published only as it relates to a class project, course, or other school-related or district-related activity. Parent/guardian/caregiver groups, partnerships, and municipal or educational cooperatives are considered outside organizations. However, as these groups are affiliated with the school district, a link to the website or web page of such an organization may be published on a CPS website or web page with the prior approval of the Superintendent of Schools or designee. No confidential information is to be published on or linked to a website or web page; however, this prohibition does not apply to the use of CPS technology support and secure communication tools intended to provide and respond to instructional and administrative needs of students, parents/guardians/caregivers, and employees.

Quality Standards

All website and web page work must be free of spelling and grammatical errors. Documents may not contain objectionable material or link directly to objectionable materials. Objectionable material is addressed in more detail in the School Committee policies on instructional material selection and reconsideration. Authors and publishers are reminded that websites and web pages are virtual doorways to your school. A school's website will be judged on its ease for the user, the design, and the content. The written consent of a student (if the student is fourteen (14) years of age or older) and of their parent/guardian/caregiver must be secured before the publication of a student's name, likeness, image, spoken words, work, performance, and/or movement, in any form, is displayed on a website or web page. The CPS Media Release form must be used to secure the requisite written consent.

Consistency Standards

Each new or existing school or department web site shall include a link to the CPS district website home page, located at *cpsd.us*. For consistency, all CPS websites and web pages must contain certain elements:

- At the bottom of each web page there must be a link to the home page, to be defined by the school or school district home page once online.
- Each web page must display the name and approved logo of CPS.
- Each web page must be given a file name, page title, and title for the content management system generated page that clearly identifies it.
- All page titles must be in the format, "Cambridge Public Schools - [Page Title]."
- All default backgrounds must be set to white. Adherence to the standards established for accessibility must be followed wherever possible.
- Authors must exhibit care when creating web pages with extensive backgrounds, large graphics, applets, animation, and/or audio or video clips. Such files require extensive download time, are frustrating for modem users, and slow down file servers.

- All websites and web pages must include the name of the author or publisher, the e-mail address of the publisher or the school's principal, appropriate copyright citations, and a link for contacting the webmaster.
- Links to student e-mail accounts are not allowed.
- Student directory data is prohibited from publication, except for the first name and last initial of the student and the grade level of a student in relation to a photo or work.
- Authors must comply with all applicable Cambridge School Committee policies and CPS administrative guidelines and procedures, including without limitation: the Non-Discrimination Policy and Prohibition Against Sexual Harassment, the Anti-Bullying Policy, the Web Accessibility Policy, the School and District Web Pages Policy, the Student Fundraising and Public Solicitation Policy and the Website Privacy Policy.

Policy references: IJNDC, IJDNC-1

Last updated: May 15, 2018