

Internet Publishing

Online communication is critical to the Teton School District 401 students' learning 21st Century Skills. Tools such as blogging, podcasting and video production offer expanded opportunities for student expression and learning. Publishing photographs and videos of students and their work on websites promotes learning and collaboration as well as an opportunity to share student achievements. However, the release of educational records to the public is governed by the Family Educational Rights and Privacy Act of 1974, (the "Act"), as amended, (20 U.S.C. 1232g) and publication of such records or information must comply with the Act. The term "education record" is defined very broadly and as a general rule student education records and certain personally identifiable information concerning a student cannot be released to anyone other than the parents of the student and certain other designated public officials, without parental consent. However, Directory Information, as defined by the Act, may be released without parental permission, provided the District has first given public notice of the categories of information it considers to be Directory Information and has provided parents with a reasonable period of time to "opt-out" of public release of such directory information. (See Board Policy 3570, "Notification of Parents' Rights Policy). Directory Information may not be disclosed without parental permission if a student's social security number or other non-directory information is used to identify or help identify the student or the student's records.

The purpose of this Policy is to set forth guidelines for publication of student photographs, videos and work on the Internet and other public media, consistent with the definition of Directory Information in the Act. The Board also recognizes that publication opportunities for kindergarten and elementary school children are much more limited and that privacy needs of such students are much greater in comparison to middle school and high school students. Based upon such recognition, Board policy differs with respect to the two classes of students.

All initially capitalized terms used in this Policy shall have the same meaning as such term is defined in the Act.

Guidelines – Internet Publication of Student Work, Photographs and/or Videos

1. *Kindergarten and Elementary (Grades 1 - 5) Students:*
 - a. Written parent/guardian permission shall be obtained prior to posting photographs or videos which contain Personally Identifiable Information of any kindergarten or elementary school student. Parental consent from the parent or parents of such students shall be on a Permission to Use Likeness Form provided by the District. A Student Identifier, as defined in this Policy (i.e. a student's initials), is not considered as Personally Identifiable Information.

- b. Group pictures or videos that do not contain Personally Identifiable Information of any student depicted therein may be published without parental permission, provided the District has given public notice of its directory information policies in accordance with § 1232g of the Act.
 - c. Student work that contains no Personally Identifiable Information, may likewise be published without parental permission, provided such publication is made for the purpose of showcasing such work and the District derives no pecuniary benefit from such publication.
 - d. **Written parental permission given in accordance with paragraph 1.a. above shall continue to be effective as long as the student is enrolled at a Teton School District No. 401 kindergarten through 5th grade school. Parents may withdraw this permission at any time upon delivery of written notification to the school principal or District Administrative office. See Board Policy No. 3271F, Parent Opt- Out Form.**
2. *Middle School and High School Students (grades 6-12):*
- a. Publication of student photographs, videos and work on the Internet and other public media, may be made without obtaining parental consent (or consent of the student if the student has reached the age of majority), provided such published information is consistent with the definition of Directory Information in the Act and provided the District has published notice of its Directory Information policies in accordance with the Act. Parents/guardians of minor children (under the age of 18) may opt-out of such policies at any time, upon giving written notice to the Building Principal or District Administrative office. In no event shall information be published that would be considered harmful to the student or constitute an invasion of privacy if disclosed.
 - b. Subject to paragraph a. above, students may, without parental consent, be identified by their full name when group or individual photographs or videos are posted on school websites. Directory Information may also be published without parental consent, in conjunction with publication of such photographs or videos.
 - c. Student work may likewise be published without parental or student permission, provided such work may be considered as Directory Information and publication is made for the purpose of showcasing such work and the District derives no pecuniary benefit from such publication.
 - d. **Permission to publish Directory Information without parental consent may be withdrawn by any parent of a student at any time by giving written notice to the**

Building Principal or the District Administrative Office of the parent or parents' desire to "opt out." See Board Policy No. 3271F, Parent Opt- Out Form.

3. Teachers shall not post Personally Identifiable Information about students on their personal websites or social media accounts without permission from at least one of the students' parents/guardians, or without the permission of the student if the student has reached the age of majority. Teachers shall not have personal contacts or relationships with students, except as expressly permitted by Board Policy 5325.

Use of Web 2.0 Tools

1. Classroom blogs, student protected email, podcast projects, online collaboration (Google Classroom, etc.), or other Web interactive use shall be considered an extension of the classroom and shall follow established Internet safety guidelines (see Internet Use Agreement).
2. Teachers shall thoroughly review all online resources before using them with students. Content shall be:
 - a. Age appropriate
 - b. Aligned with the Idaho Content Standards
 - c. Aligned with established Teton School District 401 Curriculum
 - d. Consistent with the Children's Online Privacy Protection Act (COPPA)

Discipline

1. Students who do not use web tools appropriately may lose their opportunity to take part in class Internet communication projects and may lose school Internet access privileges.
2. Teachers who publish photos or videos of students or their work on the Internet in violation of this Board Policy, neglect to review and monitor websites and materials used as part of student curriculum, or neglect to obtain parental permission for use of a website as required by the Children's Online Privacy Protection Act (COPPA), shall be subject to discipline up to and including dismissal.

DEFINITION

Student Identifier: Information which does not disclose a student's full name, but makes use of the student's initials (i.e. JJW for Joseph John Willard).

Cross Reference:

Student Records policy # 3570

Maintenance of School Student Records policy # 3570P

Notification to Parents and Students of Rights Concerning a Student's School Records policy # 3570F

Parent Opt Out Form # 3271F

Hazing, Harassment, Intimidation, Bullying policy # 3295, 3295P, 3295F
Internet Access Conduct Agreement policy # 3270F
Employee Use of Electronic Communication Devices policy # 5335
District-Provided Access to Electronic Information, Services, and Networks policy # 3270
Acceptable Use of Electronic Networks policy # 3270P

Legal Reference:

20 U.S.C. 1232g; 34 C.F.R. 99 Family Education Rights and Privacy Act (FERPA)
I.C. 32-717A Parents' Access to Records and Information
Title XIII Children's Online Privacy Protection Act (COPPA)
Pub L. 106-554 Children's Internet Protection Act (CIPA)

Adopted: February 12, 2018

Revised: