

Buffalo Public School District Website Guidelines

MISSION:

Our purpose is twofold: to be the primary source of positive and timely School District information for students, parents, staff, administrators, and members of the public and to use the Internet as a powerful tool to increase student enrollment and promote teacher recruitment.

OWNERSHIP/OVERSIGHT:

The office of Public Relations has ultimate oversight of content placed on our District website.

For staff, Department Heads control the dissemination of information on their respective pages on the website. For schools, Principals control the dissemination of information on their respective pages on the website.

The designated “gatekeepers” at the staff and school levels have the authority to post information as well as prevent the publication of content that does not promote the educational goals of the district.

Examples of content suitable for the website:

- Open house information
- Promotion of school performances (plays and concerts)
- Calendar of events that parents need to know about
- Promotion of District sporting events

Examples of content not suitable for the District website:

- Content that is considered opinionated, similar to an editorial.
- Information that is commercial or promotional in nature.
- No one is to publish personal information or links to personal websites.
- Information or pictures from activities that are deemed to be social in nature like a staff party.
- Staff and school web pages are not to be used for any non-school related commercial, for-profit, or not-for-profit promotional activity. While community fundraisers can be worthy in nature, they are not to be promoted on a School District website.
- Links to non-District websites unless they are educational in nature and promote goals of the Superintendent, Board of Education, and District.

Department Heads and Principals are asked to use their best judgment in regulating content on their respective portions of www.buffaloschools.org. If you're not comfortable if certain content is suitable for publishing, immediately contact the office of Public Relations at 816-3715 or via email: smychajlliw@buffaloschools.org.

Final decisions on whether or not content should be posted on the website will remain with the Special Assistant to the Superintendent for Community Relations.

CHANGES TO APPROVED WEB PAGES:

Once a page has been approved there may be the need to slightly modify information previously posted, like dates or times of events. Department Heads or Principals must approve any changes to the purpose, nature, or content of the page.

NON-COMPLIANCE:

Pages that do not comply with these criteria are subject to revocation of approval and removal from the District's website.

Faculty or staff posting inappropriate material is subject to revocation of access to the publication of information on the District website.

CONTENT:

All staff are strongly encouraged to consistently send the office of Public Relations positive "story ideas" concerning schools, students, teachers, or programs in the District. These are examples of positive story ideas that the office of Public Relations promoted and were covered by "traditional" media (newspaper, television, radio):

- Student having a perfect score on the SAT
- Teacher performing the Heimlich maneuver and saving a student's life
- National magazine honoring three schools for high academic achievements
- Professional athletes visiting schools
- Students representing the United States at an educational summit in Taiwan
- New foreign language programs like Chinese, Arabic, and Latin
- Opening of Phase II schools

Content administrators, Department Heads, Principals, teachers, and staff are asked to be proactive in promoting the many positive success stories

in our district by emailing potential story ideas for the website to smychajliw@buffaloschools.org.

These ideas will be used for stories to be posted on the District website on a daily basis. You are asked to send potential story ideas at least once a week

Stefan Mychajliw
Special Assistant to the Superintendent for Community Relations
January 3rd, 2008