TEACHER PAGES
STANDARDS & GUIDELINES

Content Integrity:

All subject matter on the Erie 1 BOCES Teacher Web Pages and their links must relate to:
- **curriculum and instruction,**
- BOCES-authorized activities and services,
- or information about the Erie 1 BOCES or its mission
- and be in compliance with Erie 1 policies and Web standards.

Remember this is **writing for the Web**: Keep it short, clear and use spell check.

Anyone can access these pages, even the press, it is **important you present yourself on the Web the same way you would like the news** to present you on TV (the same goes for pictures). Remember your page(s) are right off of Erie 1 BOCES home page navigation. Parents and potential students will constantly be looking at these pages. By being on the Web 24/7 you are **marketing your class and are an ambassador for the organization.**

Don't Invite Danger. When listing a field trip on the Web, be certain to do just that. Do not give too many details such as exact times, locations, etc …leave those details to the parent letter. Don't invite a predator.

When referring to our organization please spell it out as "**Erie 1 BOCES**."
(not E1B, Erie One BOCES, simply BOCES or E1 Boces)

IMAGES:

Students. Parents & Visitors: BEFORE POSTING PHOTOS OF STUDENTS, parents and/or visitors - **verify that you have specific parent approval** to use the photo on the Web, the FERPA opt-out notice does not apply. If permission is not on file, we cannot use the photo until we have parental consent.

Once photo approval is granted, for the safety of the students, there should be **NO photo ID with an individual's name** or their name in code. Groups of students in a photo are encouraged over an individual's picture because a person's identity may be harder to pin-point. Photos of easily identifiable staff or students are thus discouraged for safety reasons.

Adhere to Copyright Laws (see pages 2&3 for more details).

Represent Yourself & E1B Well: Remember anyone can access these pages, even the press. It is important you present yourself on the Web the same way you would like the news to present you on TV (the same goes for student photos and text).

Logos: Erie 1 BOCES logos is available on <MyErie1> under <Plans, Policies & Procedures>, <Standard Logos>. Do NOT modify the logo in any fashion. In accordance with Copyright Law - if you are using another organization's logo such as SkillsUSA you must get there permission in writing first. Keep that on file. Also do not modify their logo in any fashion.

Copyright Info and "Don't Dos":

By law you cannot use Copyrighted materials without the owner's permission. Copyrighted materials include:

- Photographs
- Logos
- Music
- Videos
- Cartoons
- Drawings/Paintings/Graphs/Charts/Animation
- Articles
- Other Web Pages (their content and photos)
- Basically anything that is published in print and electronic form.

The Web is considered being Published or Public. **Teachers, forget "Fair Use" when posting items on the Web.** Make sure you are not quoting more than a sentence or two from another Web page and make sure that reference is cited, just as a text would be. Provide a Web address to the source's home/main landing page to avoid copyright infringements.

If you copy a large portion of an article from another site and paste it onto your page (even if it is sourced) you broke copyright. The same goes for photos/videos/images/etc… The better way is to write an intro and link to the content you like (be sure to insert the "link disclaimer" you learned about in training that states *you nor E1B is responsible for the content on other pages once they leave our Web site*).

Thus you cannot "right click" and "copy & paste" any photo, cartoon, image (chart/graphic) or video you like and drop it into your Web site. That brakes copyright. Only images that you have permission to use are okay.

Nor can you scan it from a book and put it on your Web page. That brakes copyright.

Even if you are working with an outside organization, like SkillsUSA, you must ask their permission to use their logo regardless. Get it in writing. Save it in a printed form.

Handouts (created by anyone but you) can**not** be posted on the Web without the owner's permission. Even if it says "okay for classroom reproduction" – the Web is not the classroom. You just inadvertently re-published it to the world and took $ away from their publisher. That brakes copyright.

When linking to another Web site be sure that your link takes visitors out of our Web site and onto the outsider's page. Displaying the outsider's page within our E1B pages, called framing, does break copyright laws.

Student work is copyrighted to them. You should not post student material on the Web without the parent's permission and the student's permission – in writing.

Copyright "Okay to use":

- Links (with a note that we are not responsible for content on other sites)
    o
- Photos you have taken (see update re: student photos on pages 1&2) or have been given permission to use from the photographer.
    o
- Graphs, charts and cartoons you have created
    o
- Schoolwires Clip Gallery
    o
- Microsoft Clip Art Gallery is okay for school projects (it cannot be used to market a business). But you must include an attribution that credits the source.
    o
- Student work - after you have obtained permission from the parent and the student. (18 yrs, where applies, only the student okay is needed)
    o
- Directly purchased material that specifically gives you the license to use on the Web for that one time. (i.e.: "Royalty Free" music & photos

purchased by you and for you. You are responsible for and must adhere to your licensing agreement with the company, such as listing them as a source if that is in your contract. You also need to provide proof of purchase to Communications.)

Decrease Spam:

To reduce the opportunity to have spam blast your e-mail address, do not use full e-mail addresses on the site. Only broken e-mail addresses are acceptable.

For example: "Please contact Mrs. Reimer at 716-821-7062. She is also reachable via Erie 1 BOCES e-mail (@e1b.org) by using the following prefixes: creimer.

NOTICES:

It is the responsibility of the teacher to maintain current, accurate and appropriate information and permissions for their pages.

Erie 1 BOCES and all its components and divisions are legally responsible for use of copyrighted material on the Web site. Use of logos, artwork, photographs, sound, video or printed material on the Erie 1 BOCES Web site without written permission by the author, business or owner is PROHIBITED.   All permissions for use of copyrighted material must be filed by the manager of the site. Copies should also be provided to the Communications office.

BLOGS & PODCASTS:

Please see regulation 2121R for more details.

FAQ's:

Q1. **Why does my Web page take students so long to open at home?**
A1. Chances are your images and attached files are too big. To help conserve server space and maintain fast loading of pages:
- Avoid large or multiple graphics and animations.
- Avoid extensive files with tiled backgrounds.
- Keep load time to 5 seconds maximum

REMEMBER you may have a diverse student body with various financial backgrounds, design your pages to be kind to the students with slow connectivity such as dial-up users.

Q2: **I've been trained on *how* to make a Web page but *what* should I post there?**
A2. It is recommended that everyone start with three pages: a welcome page, a calendar and a homework section.

Q3. **How do I prevent my student from altering my attachments?**
A3. It is recommended that you turn your Word, Excel, etc. documents into ".PDF"s. There are free software programs on the Web that have PDF writers you can download.