

## The Hayfield School Policy Statement: School Information Published on a Web Site Reviewed: April 2013

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### Rationale

The main purpose of the Hayfield School Website (THSW) is for communication and allows us to:

- Provide school information, news and curriculum details for existing students and parents
- Promote our school to prospective pupils and parents
- Showcase examples of pupils' work through photographs, written articles and videos to involve parents and carers in their children's learning
- Share links to resources for learning and development both within the school and with colleagues and pupils anywhere
- Provide two-way communication with the whole Hayfield School community.

### Content

In order that the site serves as a reliable resource for students and employees, as well as for parents, prospective students and the Governing Body, it must contain timely information. Leadership links, heads of year and faculty leaders must ensure information relevant to their area of responsibility is kept up to date and changes are passed onto the Website Administrator or Admin Department in timely fashion.

Persons wishing to post announcements on the home page or other portions of the website should submit their request through email, phone or in person to the Admin Department or Website Administrator. Postings and their content are at the discretion of the Website Administrator.

### Styling

All pages and content follow an agreed set style and layout; any additional documents that wish to be added or posted as downloadable content must be agreed with the Admin Department or Website Administrator.

It is important to remember that, as in the case of anything else on the website, audio and video clips represent the school. Therefore, audio or video must be of the highest possible quality. Video, which is inappropriate in content, blurry, unsteady, or difficult to view, will not be posted. Audio that is difficult to hear or inappropriate in content will not be posted. Content must be of a nature as to speak to unique aspects of the school or community life. Final discretion as to whether a media file is placed on THSW rests with the Website Administrator in tangent with the Leadership Team.

### Privacy and Safety issues

It is the duty of the school to ensure that every child in our care is safe and the same principles apply to websites as to school buildings. No individual child may be identified or contacted by visitors to the school website. Personal contact information for students, parents, and faculty, including home and e-mail addresses, telephone numbers, and other information that could be used by unauthorized individuals, will not be published on the website.

*Photographs and Video:* Photographs on the main site are changed on a regular basis and when appropriate by the Website Administrator. All photographs including students (those under 18 years of age) are reviewed for suitability before posting and on an annual basis parents are always asked to advise the school if they have a concern about their child's image being used.

*Text and Audio files:* Student generated work will be checked by staff before publication to ensure they do not include personal information, libellous statements or that they infringe copyright. The filenames will not include student's names.

*Email:* Personal email addresses of staff and students will not be published. The Hayfield School office and employees may be contacted through the school-administrated email links provided on the website.

*External website links:* Content will be thoroughly checked before inclusion on the school website to make sure it is appropriate both to the school and the intended audience. Links will be checked regularly, not only to ensure that they are still active, but that

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the content remains suitable too. No links will be included to their own or other pupils' personal websites containing personal contact information. However, the Hayfield School cannot assume any responsibility or liability for content placed upon linked websites outside of our control.

### **Advertising**

Unless approved by the Leadership team, the advertising or direct sale of non-School related goods and services is prohibited on all sections of THSW.

### **Copyright**

Posting or providing access to material that violates the copyrights of other parties is prohibited. Copyrighted materials, including educational materials subject to copyright, may not be placed on the THSW. Knowingly providing links to websites that contain pirated materials is also prohibited.

### **Contact**

Please direct questions about this Website Policy to the Website Administrator or Leadership team.

