

THE SCHOOL DISTRICT OF  
PHILADELPHIA

No. 815.1

Section: Operations

Title: Internet and Media  
Presence

Adopted: March 15,  
2012

Revised: March 26,  
2020

815.1 INTERNET AND MEDIA PRESENCE

**Purpose**

The Board of Education (“Board”) recognizes that the Internet, as well as other forms of electronic and print media, provides an opportunity to publish and distribute information to students, parents/guardians, employees, taxpayers, and other interested parties about school curriculum, instruction, school activities, and other general information related to School District of Philadelphia (“District”) schools and to the District's mission of teaching, research, creative work, and public service. The use of Internet and Media to support the goals and mission of the District and its educational programs, requires safe and responsible use as well as an awareness of the guidelines and restrictions on how information can or should be shared.

**Definitions**

The following words and phrases, when used in this policy, shall have the meaning given to them in this section:

**Internet and Media:** Any forum or medium, electronic or otherwise, where information may be posted, disseminated, viewed, accessed, modified or stored. Such forums or mediums include, but are not limited to, websites, wikis, blogs, newsgroups, chatrooms, magazines, newspapers, television, radio, posters, advertisements, messaging, and e-mail.

**Disclosure:** The release, exposure or dissemination of personal information for public access or consumption. Disclosure shall not be construed to include the use and transmission of personal information on District-sanctioned systems or services where such personal information is being used to facilitate access to data for the benefit of students, teachers, administrators, parents, or guardians. Examples of such sanctioned services include the District’s student and parent portals and Student Information System.

**Personal information:** Information unique to a person, including, but not limited to, name, e-mail address, address, telephone number, school address, work address, pictures, or video clips.

### **Authority**

The Board authorizes the development, maintenance, and/or use of District Internet and Media sites and official District account(s) on other social media and/or blog sites. The District Internet and Media sites, social media page(s)/account(s), blogs, wikis, and other Internet and media-based tools are the property of the District and must be registered using an official District e-mail address. All information posted shall be accurate and timely. The District reserves the right to edit or remove materials and established links from the District Internet and Media sites and postings at its sole discretion.

All users publishing Internet and Media content on the District's approved Internet and Media sites, social media page(s)/account(s), blogs, wikis, and other Internet and media-based tools shall comply with law and regulations as well as this and all other applicable Board policies and administrative procedures.

### **Delegation of Responsibility**

Any employee sponsoring or engaging in the use of Internet and Media shall ensure that any disclosure of personal information be explicitly authorized in advance in writing by the person whose personal information is being disclosed, or in the event of a student, by the parent or guardian of the student.

### **Mandatory Regulatory Procedures**

The Superintendent or designee shall develop administrative procedures necessary to implement this policy, which may include, but not be limited to, procedures for:

1. Developing and maintaining all District Internet and Media postings.
2. Managing all District Internet and Media accounts.
3. Official designation of District-sanctioned systems and services.
4. Creating and implementing a methodology for monitoring the safe, appropriate, and authorized use of personal information and content on District Internet and Media sites.

### **Related Information:**

1. [24 P.S. § 510](#)
2. [Home Rule Charter – 12-300](#)
3. [Policy 815](#) - Acceptable Use of Internet, Technology, and Network Resources
4. [Policy 901](#) - Public Relations Objectives
5. [Policy 902](#) - Publications Programs
6. [Policy 316](#) - Staff Use of Social Media and Electronic Communications