Administrative Procedures for Internet and Media Presence
(Attachment for Policy No. 815.1)

Purpose

The purpose of these procedures is to support the goals and mission of the Board of Education and School District of Philadelphia ("District") in its educational programs, and to implement Policy 815.1 to ensure the safe and responsible use, as well as an awareness of, the guidelines and restrictions on how student information can or should be shared on District Internet and Media sites.

Definitions

The following words and phrases, when used in these procedures, 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.

Procedures

Pursuant to Board Policy 902, the photographic reproduction of school programs, students, or District facilities by non-District personnel is generally prohibited. Exceptions may be made, upon administrative approval, for:
1. The news media;
2. Educational purposes of continuous or limited duration;
3. Commercial purposes only with the approval of the parents/guardians of any students to be involved; and
4. Other purposes specifically approved by the Superintendent or designee.

All approvals are to be directly verified by the school principal and/or building administrator.

Developing and maintaining all District internet and media postings
1. All postings must adhere to brand guidelines available on the District's website at
   https://www.philasd.org/communications/branding-guidelines/
2. Student images, voice, video, work and/or name must only be used in compliance with a
   Release Form that has been signed by the student's parent/guardians for the current
   school year. The Release Form is available on the District's website at
   https://www.philasd.org/communications/wp-content/uploads/sites/15/2019/11/Permissio
   nForm.pdf. Schools are responsible for maintaining all signed Release Forms (as noted
   in 1.a.ii) for the current school year.
3. District Internet and Media accounts must be publicly accessible and not established as a
   "private" page requiring approval for followers to access the content.
4. District Internet or Media accounts must be managed by and administered by more than
   one employee with access to the password.
5. All postings should comply with the following guidelines which are available on the
   District's website:
   a. Website Content - *School Websites That Work* guidelines are available at
      https://www.philasd.org/wp-content/uploads/2019/11/PR_Website.pdf
   b. Email Content - Tips for Perfecting Your Email Communications are available at
      https://www.philasd.org/wp-content/uploads/2019/11/SDP_EmailCommunication
      Style.pdf
   c. Social Media Guidelines are available at
      https://www.philasd.org/communications/branding-guidelines/social-media-guide
      lines/

Responsibility for management of internet and media accounts
1. The Office of Communications manages and monitors postings for all official
   District-level Internet and Media accounts.
2. Principals or their designated webmasters are responsible for monitoring and managing
   postings on individual school-based Internet and Media accounts.
3. Department heads or their designated webmasters are responsible for monitoring and
   managing postings on individual department-level Internet and Media accounts.

Official designation of District-sanctioned systems and services
1. Examples of such District-sanctioned systems include the District's student and parent
   portals and Student Information System.
2. A complete list of District-sanctioned systems can be found here:
   https://www.philasd.org/technology/student-data-privacy/sanctioned-foundational-system
   s/

The safe, appropriate, and authorized use of personal information and content on District Internet
and Media sites is the responsibility of all employees.
1. A student's personal information may not be posted unless the student's parent/guardian
   have signed a Media Release Form.

2. Employees with concerns regarding any postings of student information on District Internet and Media sites or non-District Internet or Media sites should report the concern to communications@philasd.org or call 215-400-5521.
3. The Communications Team's social media specialist monitors District social media sites and proactively shares and addresses any concerns with the Chief of Communications and the appropriate school principal and assistant superintendent.

Maintenance Schedule

These Office of Communications will review these administrative procedures and revise, if necessary, on an annual basis.

Related Procedures:

1. Policy 316 - Staff Use of Social Media and Electronic Communications
2. Policy 902 - Publications Program