

THE SCHOOL DISTRICT OF PHILADELPHIA

SECTION: OPERATIONS

TITLE: INTERNET AND MEDIA
PRESENCE

ADOPTED: March 15th, 2012 SRC vote

REVISED:

815.1. INTERNET AND MEDIA PRESENCE	
1. Purpose Pol. 901, 902	The School Reform Commission 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 district schools and to the school district's mission of teaching, research, creative work and public service.
2. Authority Pol. 815, 902	<p>The SRC authorizes the development, maintenance and/or use of district Internet and Media sites and official school 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 postings at its sole discretion.</p> <p>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 SRC policies and administrative procedures.</p>
3. Definitions	<p>In the context of this policy, the term Internet and Media shall be defined as 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, broadcast media, posters, advertisements, messaging and e-mail.</p> <p>The term disclosure shall mean the release, exposure or dissemination of personal information for public access or consumption. Disclosure shall not be construed to include the use 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</p>

<p>4. Delegation of Responsibility</p>	<p>sanctioned services include the district's StudentNet and FamilyNet portals.</p> <p>Personal information includes, but is not limited to, name, e-mail address, address, telephone number, school address, work address, pictures or video clips.</p> <p>The Superintendent or designee shall develop administrative procedures necessary to implement this policy, which may include, but not be limited to, procedures for:</p> <ol style="list-style-type: none">1. Developing and maintaining all district Internet and Media postings.2. Managing all Internet and Media accounts.3. Official designation of district sanctioned systems and services. <p>Any person sponsoring or engaging in the use of Internet or Media shall:</p> <ol style="list-style-type: none">1. 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.2. Create and implement a methodology for monitoring the safe, appropriate and authorized use of personal information and content. <p>References:</p> <p>School Code – 24 P.S. Sec. 510, 696</p> <p>Home Rule Charter – 12-300</p> <p>School Reform Commission Policy – 815, 901, 902</p>
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