

MEDFORD AREA PUBLIC SCHOOL DISTRICT

DATE ADOPTED: August 20, 1998
DATE REVISED: December 17, 1998
DATE REVISED: July 19, 2001
DATE REVISED: August 18, 2005
DATE REVISED: October 29, 2012
DATE REVISED: June 20, 2013

FILE SECTOR: PERSONNEL
POLICY TITLE: INTERNET SAFETY /
DISTRICT WEB SITE -
STAFF

The Medford Area Public School System may develop, display and maintain a district web site on the Internet.

1. The district web site shall be developed and controlled under the supervision of staff designated by the district administrator or his/her designee or building principals. No one else is authorized to add, change or alter district web pages.
2. When school employees and/or their designees have created web pages representing the district but are not housed on district resources (i.e. Facebook, Weebly, Google sites), they are still subject to all telecommunication policies.
3. Identifying students on district web pages
 - District web sites may include a student's full name, grade, or class.
 - Group pictures may be used without identification of individual students.
 - Photos of individual students may be used, but only with permission of the student if 18 or older or the parent/guardian. However, due to the public nature of the activities, participation in extracurricular activities or clubs provides inherent permission to identify students while participating.
4. District web pages may not include any information that indicates the physical location of specific students at specific times, other than attendance at a particular school, or participation in activities.
5. District web pages shall meet the criteria established under the district's Internet acceptable use policies for content. District web pages shall not be linked to sites that do not meet the same criteria.
6. As specified in board policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via the school's equipment, including its web server. This includes all materials published on the web page, including any graphics, audio or video.
7. The staff may use district web pages to provide information to the public on school programs and events, curriculum, policies, staff and student accomplishments, and so on. However, district web pages are not to be used as "personal web space" as these pages are seen as official publications of the district.
8. District web pages shall be maintained and updated on a regular basis.

Any deliberate tampering with or misuse of the Medford Area Public School District network services or equipment will be considered vandalism subject to appropriate disciplinary measures.

CROSS REFERENCE: IIBGA, IIBGB, IIBGC & KGA
LEGAL REFERENCE: 118.125, 118.13, 120.13(1), 120.18, 121.02(1)(H), 943.70, 947.0125, 948.12 Wis. Stats., PI 8.01(2)(h), PI 9.03 of the Wisconsin Administrative Code, COPPA 16 CFR 312.6, 312.7, ACT 7 (18 U.S.C. 2252), 17 U.S.C. 512, CIPPA (47 U.S.C. 254 (h), (l)) & Employee Handbooks.