

**MEDFORD AREA PUBLIC SCHOOL DISTRICT**

<b>DATE ADOPTED:</b>	<b>August 20, 1998</b>	<b>FILE SECTOR:</b>	<b>PERSONNEL</b>
<b>DATE REVISED:</b>	<b>December 17, 1998</b>	<b>POLICY TITLE:</b>	<b>NETWORK USE / DISTRICT</b>
<b>DATE REVISED:</b>	<b>July 19, 2001</b>		<b>WEBSITE – STAFF</b>
<b>DATE REVISED:</b>	<b>August 18, 2005</b>		
<b>DATE REVISED:</b>	<b>October 29, 2012</b>		
<b>DATE REVISED:</b>	<b>June 20, 2013</b>		
<b>DATE REVISED:</b>	<b>October 29, 2018</b>		

Medford Area Public School District (MAPSD) may develop, display and maintain a website on the network. For this policy, network is defined as the district’s servers and internet.

- MAPSD district website 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.
- School employees and/or their designees who create web pages representing the district that are not housed on district resources (i.e. Social Media, Weebly, Google sites) are still subject to all policies.
- When identifying students on district web pages:
  - District websites 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(s)/guardian(s). However, due to the public nature of the activities, participation in extracurricular activities or clubs provides inherent permission to identify students while participating.
- 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.
- District web pages shall meet the criteria established under district policy. District web pages shall not be linked to sites that do not meet the same criteria.
- As specified in board policy, no unlawful copies of copyrighted material may be knowingly produced or transmitted via school equipment. This includes all material published on the web page, including any graphics, audio or video.
- 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 official publications of the district.
- District web pages shall be maintained and updated on a regular basis.

Any deliberate tampering with or misuse of the MAPSD network services or equipment will be considered vandalism and subject to appropriate disciplinary measures.

**CROSS REFERENCE:** GBCAB, 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.