

COATESVILLE AREA SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: INTERNET USAGE, SOCIAL MEDIA, WEBSITES, ELECTRONIC COMMUNICATIONS, AND ELECTRONIC DATA, FILES AND RECORDS

ADOPTED: FIRST READING

REVISED: _____

<p>1. Purpose</p> <p>2. Definition</p>	<p style="text-align: center;">815.1. INTERNET USAGE, SOCIAL MEDIA, WEBSITES, ELECTRONIC COMMUNICATIONS, AND ELECTRONIC DATA, FILES AND RECORDS</p> <p>The purposes of this policy are to establish the rules with respect to the use of the INTERNET, SOCIAL MEDIA, websites, Electronic Communications, and Electronic Data, Files and Records with regard to School District teachers, students and staff, to ensure that Electronic Data, Files and Records are stored properly and not subject to unlawful disclosure; and to ensure that School District employees do not engage in inappropriate conduct when using the INTERNET.</p> <p>Unless the context clearly indicates otherwise, when the following terms are capitalized in this Policy, they shall have the following meanings:</p> <ol style="list-style-type: none"> 1. APPROVED SITES AND SERVICES means only the School District website at www.casdschools.org; School District provided email in the name of the sender @casdschools.org, and/or any SCHOOL DISTRICT PROVIDED LEARNING MANAGEMENT SYSTEM, such as Canvas, Pentamotion, PLATO or Compass Learning. 2. SCHOOL DISTRICT PROVIDED LEARNING MANAGEMENT SYSTEM means any learning management system that has been approved in writing by both the Superintendent and the Director of Technology before it is used or approved by the Board of School Directors at a public school board meeting. 3. PROHIBITED SITES shall mean all sites of whatever nature or time except for the APPROVED SITES AND SERVICES as defined in this policy. This definition shall be given a broad interpretation. Illustrations of PROHIBITED SITES include, by way of example and not limitation, the following: the INTERNET other than APPROVED SITES AND SERVICES; SOCIAL MEDIA; FILE SHARE sites; ONLINE SHOPS and AUCTION WEBSITES; FORUMS; PERSONAL WEBSITES; PERSONAL WEBPAGES; directories, Yellow Pages and portals; PERSONAL COMMUNICATION SERVICES; VIDEO HOSTING SITES (other than sites approved by the District); THE DARK WEB; THE DEEP WEB and PROXY AVOIDANCE SITES. 4. INTERNET shall mean the World Wide Web or any network in the nature of the INTERNET.
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815.1.
INTERNET USAGE, SOCIAL MEDIA, WEBSITES,
ELECTRONIC COMMUNICATIONS, AND ELECTRONIC DATA, FILES AND RECORDS

5. SOCIAL MEDIA shall mean any INTERNET service or form of electronic communication for social networking and/or microblogging through which users create online communities to share ideas, information, personal messages and other content, such as videos, pictures or music. This definition is to be given a broad interpretation. Illustrations include by way of example and not limitation, the following: Facebook™, Twitter™, Tumblr™, BLOGS, microblogs, social networks, media sharing, Wikis, virtual worlds, LinkedIn™, Pinterest™, Ning™, and Google+™. The definition of SOCIAL MEDIA includes PERSONAL WEBSITES.
6. FILE SHARE sites shall mean websites or services by which images, music, videos, electronic files and electronic data of any nature or type can be shared.
7. WEB 2.0 WEBSITES shall mean websites that offer a particular service. It can be varied from information storage, communications, or document preparation. This definition shall be given a broad interpretation and includes sites like Flickr™, GoogleDocs™, and del.icio.us™.
8. ONLINE SHOPS AND AUCTION WEBSITES shall mean websites that offer products or services for sale, lease or license. This definition shall be given a broad interpretation. Illustrations include by way of example and not limitation, the following: Amazon™, eBay™ and PayPal™, and dating sites like eHarmony™.
9. FORUMS shall mean websites or services that serve as platforms that promote interactions among the users. This definition shall be given a broad interpretation.
10. BLOGS and ONLINE DIARIES are weblogs or a type of website that consists of a series of entries or blog posts. This definition shall be given a broad interpretation.
11. PERSONAL WEBSITES and PERSONAL WEBPAGES mean a website that is created by an individual or group for and on behalf of the individual or group and is not generally created for or on behalf of a company, organization or institution. This definition shall be given a broad interpretation.
12. INFORMATION WEBSITES means a type of website that is dedicated to the purpose of providing information. This definition shall be given a broad interpretation. Illustrations include by way of example and not limitation, the following: news portals, reference material, sports data, weather sites, stock data and Wikipedia™.
13. SEARCH ENGINES, DIRECTORIES, YELLOW PAGES and PORTALS consist of websites that fall within the description words. This definition shall be given a broad interpretation. Illustrations include by way of example and not limitation, the following: Google™, Yahoo™, Bing™ and White Pages™.

815.1.
INTERNET USAGE, SOCIAL MEDIA, WEBSITES,
ELECTRONIC COMMUNICATIONS, AND ELECTRONIC DATA, FILES AND RECORDS

<p>3. Policy, Rules and Prohibitions</p>	<p>14. PERSONAL COMMUNICATION SERVICES means any data communication system such as personal email accounts or texting on a personal cell phone.</p> <p>15. VIDEO HOSTING SITES means any webpage or website that is used to host videos. This definition shall be given a broad interpretation and that may include other features or services such as blogging. Illustrations include, by way of example and not limitation, the following YouTube™.</p> <p>16. THE DARK WEB and/or THE DEEP WEB is anything that is not accessible through commercial search engines that allow illegal file shares, and/or sites in which users can operate with anonymity and/or without being tracked. This definition shall be given a broad interpretation. Illustrations include, by way of example and not limitation, the following: BitTorrent™.</p> <p>17. PROXY AVOIDANCE SITES are any sites that allow the user to surf the web anonymously or that allow the user to avoid filter protections or to unblock websites. This definition shall be given a broad interpretation.</p> <p>1. Employees shall not use any PROHIBITED SITE for the purpose of or with the intent to communicate with the students, classes or parents of students attending school in the School District. Instead, if there is a need to communicate with any students, classes, or parents of students, electronic communications shall be through accounts owned by and provided by the School District. These may include school owned Twitter accounts, or other school owned social media accounts.</p> <p>2. Employees, including coaches and advisors of extracurricular activities, shall not provide their personal cell phone numbers to students. As needed, the District will provide coaches/advisors with the needed cell phone to communicate.</p> <p>3. Employees shall not “friend” or seek to “friend” (or engage in any similar action) any School District student or parent of any School District student in or on any PROHIBITED SITES. Notwithstanding anything herein to the contrary, the School District does not intend to interfere with the constitutional or legal rights of employees to associate with people outside of school. Consequently, if an employee has a relationship outside of school with a student or parent other than that of as a teacher of the student and desires to friend such student or parent, the employee must notify his or her principal in writing before friending such individual.</p> <p>4. Supervisors shall not use PROHIBITED SITES or personal email accounts, text messaging, or any similar technology for the purpose of or with the intent to communicate with subordinate employee(s) on work performance or work related business without providing written notice of the intent of such communications in advance to the Director of Human Resources or Superintendent stating the reason for the need of such communications.</p>
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815.1.
INTERNET USAGE, SOCIAL MEDIA, WEBSITES,
ELECTRONIC COMMUNICATIONS, AND ELECTRONIC DATA, FILES AND RECORDS

5. Supervisors shall not “friend” or seek to “friend” (or engage in any similar action) any subordinate employee **concerning work performance** without providing written notice of the intent of such action in advance to the Director of Human Resources and the need for such communication.
6. The School District provides a **STUDENT AND LEARNING MANAGEMENT SYSTEM** for use as a communications and learning platform for Coatesville Area School District students and parents. Teachers must use the School District-selected and/or provided LEARNING MANAGEMENT SYSTEM when creating online classes or digitizing curriculum (**Pentamation, School Wires, PLATO, Compass Learning**).
 - a. **The District shall consider and pursue the purchase of a comprehensive LEARNING MANAGEMENT SYSTEM. This shall be done by committee to include teachers, administration and the Technology Department.**
 - b. During the transition to the LEARNING MANAGEMENT SYSTEM, exceptions will be made to this policy specifically in terms of access to and/or use of Google Sites, Blog Sites and Wiki sites. When the District has declared and communicated that the transition is complete, no other systems or sites may be used by teachers, advisors, aides or employees, when connecting with students for the purposes of instruction or communication. Illustrations include, by way of example and not limitation, the following: Wikispaces, Google sites and any other third-party system, website or service. No PROHIBITED SITES may be used for instruction, teaching or communicating with students.
7. Employees and students may not use the name of the Coatesville Area School District or its logo or mark in any form of SOCIAL MEDIA or PROHIBITED SITES to express or imply the official position of the School District or to imply that the School District has sanctioned the site or what is stated without the express written permission of the Superintendent, which may be denied for any reason or no reason at all.
8. Private records shall not be stored or placed on any hard drive, electronic device, tablet, smart phone, removable media, computer, network, cloud service or storage, server or any similar device that is not owned or leased by the School District. Private records are the following records:
 - a. Student records as defined in the Family Educational Rights and Privacy Act (FERPA);
 - b. Health and medical records of any student or employee; and
 - c. Special education records that are confidential under the Individuals with Disabilities Education Act (IDEA).

815.1.
INTERNET USAGE, SOCIAL MEDIA, WEBSITES,
ELECTRONIC COMMUNICATIONS, AND ELECTRONIC DATA, FILES AND RECORDS

9. With respect to any online activity allowed or required by applicable curriculum, employees must adhere to the requirements of the Children’s Online Privacy Protection Act of 1998 (COPPA) and the Family Educational Rights and Privacy Act (FERPA), the Individuals with Disabilities Education Act (IDEA) and all other applicable laws.
 - a. Staff is not permitted to disclose personal information about any student who is under the age of 13 unless there is a verifiable parental consent to do so after providing the parent with the privacy policy of the website/web tool and the website/web tool indicates that it permits account holders under the age of 13 and complies with COPPA with respect to those account holders and their record.
 - b. With respect to other students, staff are only permitted to disclose information designated as “director information” in the District’s annual FERPA notice. Staff are responsible for verifying with the building administration whether any parent/guardian or eligible student has opted out of the District’s designation of director information.
10. Employees and students must comply with the intellectual property rights of others. Any employee who posts any material on any permitted online site must ensure that the intellectual property rights of any person or entity is not infringed upon.
11. Employees and students must conform to the Terms of use for the specific web-based/INTERNET tool.
12. Employees and the School District must be able to monitor, restrict, and/or delete comments or posts that violate District policy.
13. When using SOCIAL MEDIA, the INTERNET or electronic communications, certified employees must comply with the Code of Professional Practice and Conduct for Educators.
14. Rules of Construction
 - a. Nothing herein shall be construed as an intent to create a public designated forum or a limited public forum with regard to any School District publication. On the contrary, it is the intent of the Board of School Directors that School District publications both print and electronic, be considered government speech for purposes of the First Amendment and to the extent permitted by the First Amendment.
 - b. Nothing herein shall be construed to violate the constitutional or legal rights of any person and if two or more interpretations can be given to any provision herein, some constitutional and some not, it is intended to give only the constitutional and/or lawful interpretation.
15. The Superintendent and Director of Technology have the authority to promulgate, adopt and enforce Administrative Regulations to accompany this policy.

815.1.
INTERNET USAGE, SOCIAL MEDIA, WEBSITES,
ELECTRONIC COMMUNICATIONS, AND ELECTRONIC DATA, FILES AND RECORDS

<p>4. Consequences</p>	<ol style="list-style-type: none">1. The Superintendent shall be responsible to carry out disciplinary action with regard to the improper use of technology.2. The consequence for inappropriate use of technology will result in disciplinary action in accordance with established disciplinary procedures for users and if the inappropriate use violates federal or state laws, it will be formally reported to the proper legal authorities.
<p>5. References</p>	<p>Children’s Online Privacy Protection Act – 15 U.S.C. Sec. 6501 et seq.</p> <p>Family Educational Rights and Privacy Act – 20 U.S.C. Sec. 1232G, 34 CFR Part 99</p> <p>Individuals with Disabilities Education Act – 20 U.S.C. Sec. 1400 et seq.</p> <p>Health Insurance Portability and Accountability Act of 1996 – 45 CFR, Part 164</p> <p>Code of Professional Practice and Conduct for Educators, 22 Pa. Code, Chapter 235.</p> <p>Board Policy – 317, 417, 517, 814, 815</p>