



# SOCIAL MEDIA POLICY

**Granada Hills Charter**

*Social Media Policy*

October 11, 2023

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# INTERNAL POLICY

## PURPOSE

This Social Media Policy (“Policy”) defines the social networking and social media policy for Granada Hills Charter (GHC or the “School”). To address the fast-changing landscape of the Internet and the way constituents communicate and obtain information online, School departments may consider using social media tools to reach a broader audience. The School encourages the use of social media to further the goals of the School and the missions of its departments, where appropriate.

## DEFINITIONS

For purposes of this Policy, the following terms have the following meanings:

- “Social media” means an electronic service or account, or electronic content, including, but not limited to, videos, still photographs, blogs, video blogs, podcasts, online services or accounts, or Internet Web site profiles or locations. “Social media” shall not include an electronic service or account used exclusively for official school business, educational purposes, or primarily to facilitate creation of school-sponsored publications, such as a yearbook or student newspaper, under the direction or control of a school, teacher, or yearbook adviser.
- “Official School Business” means activity conducted by a School employee that has been authorized by the School in support of the School, either in the employee’s defined capacity under the duties and responsibilities prescribed by their employment, or specifically authorized by the School.
- “Educational purposes” means for purposes that aid in instruction in the classroom or at home, or in classroom administration.

# PERSONAL VS. PROFESSIONAL GUIDELINES

## Personal Use

The School's employees are the most conspicuous representatives of GHC, and how employees conduct themselves in the community, and particularly on social media and the Internet, reflects on the School. Although the School respects employees' rights to maintain personal social media accounts, the School encourages employees to recognize that any information posted online may be viewed by colleagues, School administration, students, parents, and other stakeholders in our community. Employees should be aware that any information, pictures, videos, etc. posted on the Internet, even with privacy protections, may be easily shared with individuals beyond the employee's intended audience on a social media site. Regardless of an intended audience, the School encourages employees to consider whether the information that is being shared online may have a negative impact on their professional goals if it were to be disclosed. Employees' social media accounts should remain personal and share personal opinions.

Although the School respects employees' First Amendment right to free speech and freedom of association, employees should be aware that not all speech is protected and, in particular, social media posts regarding School matters such as employment complaints or human resources concerns may not be protected.

GHC employees must never use their School email account or password in conjunction with a personal social media account. If an employee decides to share information on a personal social media account or the Internet (i.e., personal blog, Facebook, Instagram, Twitter, Tik Tok, YouTube, etc.) that discusses any aspect of their workplace activities, the following restrictions apply:

- School equipment, including School computers and electronics systems, may not be used for these purposes;
- Student and employee confidentiality policies must be strictly followed;
- Employees may not use the School's logos, trademarks and/or copyrighted material and are not authorized to speak on the School's behalf;
- Employees are not authorized to publish any confidential or proprietary information maintained by the School;
- Employees are prohibited from making discriminatory, defamatory, libelous, or slanderous comments when discussing the School, the employee's supervisor(s), co-workers, and competitors;

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- Employees must make clear that the views expressed are their own and not those of the School by, for example, using a disclaimer such as: “The postings on this account are my own and do not reflect or represent the opinions of the School for which I work”; and
- Employees must comply with all GHC policies, including, but not limited to, rules against unlawful harassment and retaliation.

Nothing in this Policy shall prevent employees from communicating with each other or third parties for purposes that are protected by law.

## Professional Use

All official School-related communication through social media should remain professional and always be conducted in line with the School’s communications policy, practices, and expectations. Employees must not use official School social media accounts for political purposes, to conduct private commercial transactions, or to engage in private business activities. School employees should be mindful that inappropriate use of official School social media accounts can be grounds for disciplinary action.

If social media accounts are used for official School business, the entire School account, regardless of personal views, is subject to best practice guidelines and standards.

*Only individuals authorized by the School may publish content to the School’s online platforms.*

## POSTING

Official social media accounts must be clear and precise and follow industry best practices for posting updates. All content posted to School social media should be:

- Relevant – Information that engages constituents and pertains to their daily lives
- Timely – Pertains to deadlines, upcoming events, or current news
- Actionable – Prompts constituents to take an action

Please refer to the School Editorial Style Guide for specific guidelines on content format.

## What Not To Post

School employees may not publish content on School social media accounts that include the following:

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- Confidential information
- Copyrighted material without permission
- Profane, racist, sexist, threatening, or derogatory content or comments, or content or comments that violate School policies or applicable law.
- Partisan political views
- Commercial endorsements or SPAM

## RETENTION

Social media accounts are subject to the California Public Records Act (CPRA) – Government Code section 7920.000, *et seq.* Any content produced or maintained on an official School social media account, including communications posted by the School, or its member(s), agent(s), officer(s), or employee(s), and communications received from members of the public (defined as any person other than a member, agent, officer, or employee of the School), is a public record.

The department maintaining an official School social media account shall preserve records under the relevant records retention schedule in a format that preserves the original record's integrity and is readily available. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured continuously and automated throughout the day to minimize the potential loss of data due to deletion and changes on the social networking site.
- Social media records are maintained in an authentic format (i.e., ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content, type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g., PDF).

The School utilizes an automated archiving solution provided by ArchiveSocial to comply with applicable public records law and fulfill the above record retention requirements.

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## REGISTERING A NEW ACCOUNT OR PAGE

All Granada Hills Charter (GHC) social media accounts shall be (1) approved by Chief Operations Officer (COO) or designee, (2) published using approved social networking platforms and tools, and (3) administered by the School's Communications Office.

GHC currently maintains only five (5) official School social media accounts:

- Instagram: @ghchs
- Facebook: /granadahillscharter
- Twitter/X: @ghcTK12
- YouTube: /granadahillscharter
- LinkedIn: school/granada-hills-charter

These social media accounts are subject to change at the discretion of the COO or designee.

A School employee may manage a School social media page only after receiving approval from School Administration and providing the necessary login credentials to the School's Communications Office for oversight.

*Other than student social media interns or equivalent who work directly under the supervision of the Communications Department or designated School staff, students are not permitted to access any School social media, manage or post as the School, or comment as an official School representative.*

## DEREGISTERING AN EXISTING ACCOUNT OR PAGE

If a social media page or account is no longer in use, (1) notify the School's Communications Office, (2) ensure records have been archived according to School guidelines, and (3) unpublish and delete the account or page.

# EXTERNAL POLICY

## PURPOSE

To build communication and trust within our school and community and encourage participation through comments and feedback.

## GOALS

- The School aims to use social media accounts to effectively:
  - o Provide information
  - o Support community engagement and outreach
  - o Support marketing and promotional campaigns
  - o Frame the public conversation around the School and charter school advocacy.
  - o Assist with admissions and enrollment efforts.

Please be aware that when engaging with the School through social media, you agree to the following:

## MODERATION OF THIRD PARTY CONTENT

The School does not endorse, support, sanction, encourage, verify, or agree with third-party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products, or services contained therein), statements, commercial products, processes or services posted on any social media account.

The School's social media accounts serve as a limited public forum. All content published is subject to preservation and disclosure per the California Public Records Act (CPRA) – Government Code 7920.000, *et seq.*

User-generated posts may be rejected or removed if the content:

- Contains obscenity
- Incites or promotes violence or illegal activities



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- Contains spam or links to malware
- Promotes illegal discrimination (e.g., constituent discrimination)
- Promotes or contains misinformation
- Contains actual defamation
- Uses the copyrighted work of another
- Uses the School's name and likeness without permission
- Violates applicable law

We do not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided.

## **OFFICIAL SCHOOL ACCOUNTS**

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## RETENTION

Any communications sent to or received by The School and its employees via social media may be subject to our retention and disclosure requirements. Moreover, participation with the School's social media accounts is subject to the School's Suspension and Expulsion Policy, which can be found in the Parent-Student Handbook. The School must comply with the California Public Records Act (CPRA) – Government Code section 7920.000, *et seq.* to ensure that the public has access to public records and information of which the School is the custodian. These retention requirements apply regardless of the form of the record (e.g., digital text, photos, audio, and video). We automatically collect and store all information posted on the School's social media accounts. All information posted on the accounts may be subject to public disclosure under the CPRA, even if it has been deleted. The Department maintaining the accounts shall preserve records under a relevant records retention schedule.

## EMERGENCY POSTING

Social media accounts are not monitored 24/7. If there is an emergency, contact 911.