SOCIAL MEDIA POLICY AND GUIDELINES

PERRIS UNION HIGH SCHOOL DISTRICT

WE EMBRACE SOCIAL MEDIA: ADAPTING TO THE CHANGING METHODS OF COMMUNICATION

The Perris Union High School District is committed to providing a safe and secure learning environment for its students and employees. While social media has many benefits, events can happen online which can be deemed inappropriate and lead to investigation and discipline. Additionally, the District may not be able to protect or represent employees who incur legal action from a second party in response to the employee's behavior on a social networking site. It is for this reason that the District has created a social media policy. PUHSD recognizes that the students, staff, parents, and the surrounding community can benefit greatly from these online communication tools and subsequent interactivity. The District supports the use of social media technologies in our education system for the purpose of:

- **Sharing Educational Resources**
- **Expanding Learning Opportunities For Students**
- **Personal Learning Networks For Educators**
- **Increasing Awareness About The District Goals And Vision**
- **Communicating With Parents And Stakeholders**
- **District And Site-Specific News**
- **Generating Positive Media Coverage**
- **Community Outreach**

The District authorizes District employees to create District-related social media accounts in accordance with this policy. An employee's request to set up and use a District-related social media account is purely voluntary and no employee is required to have a District-related social media account.

SOCIAL MEDIA POLICY

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1//
POLICY PURPOSE

THE PURPOSE OF THIS SOCIAL MEDIA POLICY IS TO PROVIDE A CLEAR UNDERSTANDING OF SOCIAL MEDIA'S BENEFITS, DETRIMENTS AND GUIDELINES FOR DISTRICT EMPLOYEES TO FOLLOW REGARDING;

1:
The acceptable use and behavior that all PUHSD employees are expected to follow while using District-related social media accounts in our learning environments.

2:
The prevention of unauthorized disclosure and access to sensitive information currently being stored by the District.

3:
The prevention of unlawful online activities by District users and the security of District community members threatened by such activity.

4:
The compliance with, including but not limited to, the Children's Internet Protection Act (CIPA), the Family Educational Rights and Privacy Act (FERPA), and related state laws by any and all District users in our learning environments.

2//
SOCIAL MEDIA AUTHORIZATION FORM

Official District social media platforms shall be used only for their stated purposes and in a manner consistent with the policy and administrative regulation.

DISTRICT-RELATED SOCIAL MEDIA ACCOUNTS MAY BE ESTABLISHED FOR THE FOLLOWING PUHSD PROGRAMS OR ACTIVITIES, INCLUDING BUT NOT LIMITED TO:

--
CLASSROOM ACCOUNTS

--
STUDENT CLUBS

--
ATHLETICS

--
DEPARTMENTS

--
FOUNDATION AND PTA

All District-related social media accounts created by District officers, employees or agents that intend to represent PUHSD, its schools, officers, administrators, employees, organizations, programs or activities as District-related social media accounts, must first be approved by the District. Any pre-existing District-related social media accounts, websites, web pages, or other electronic platforms which are intended to represent any PUHSD program or activity, are subject to PUHSD administration review and approval.

Please be aware, in response to the social media platform X (formerly Twitter) updating its policies to permit adult content, access to Twitter (X) is blocked on all district devices and within the district network. This decision is made to ensure compliance with district standards regarding appropriate content for educational environments. At this time, the district will only utilize Facebook and Instagram as the official channels for PUHSD and each school site.

TO REQUEST PERMISSION FOR A DISTRICT-RELATED SITE, PLEASE FILL OUT THE FOLLOWING FORM:

http://goo.gl/forms/4U2ZgiKwec

(It's a clickable link. You can sign up for a social media account right now! Yippie!)

3//
EMPLOYEE GUIDELINES FOR DISTRICT-RELATED AND PERSONAL ACCOUNTS

Every PUHSD employee is expected to conduct themselves in a respectable manner at their place of employment. It should be known that this expectation continues for each employee's conduct in the online environment, and especially on District-related social media accounts. Every employee should take note that no matter where they are, they remain a representative of PUHSD.

There should be a clear distinction between personal social media sites and any district-related social media sites. Facebook and Instagram have privacy features to ensure you are keeping your professional accounts separated. When a student or minor requests to follow an employee's personal social networking site, redirect them to the school-approved site. Accepting friend requests from graduated students over the age of 18 is acceptable, but employee must use their best judgment.

The following are guidelines that each employee should follow when representing themselves and, or the District in an online environment or digital landscape, and especially on District-related social media accounts.

TRANSPARENCY IN REPRESENTATION

Honesty is the best policy when posting content online. If an employee misrepresents themselves online they are doing so in a public forum that does not easily forget and, dependent on the content shared, may not forgive. Always remember that no matter what identity you choose online, you are still a representative of PUHSD and you are responsible for the content you share personally, professionally or otherwise.

PRIVACY AND SECURITY

It is understood that privacy is not guaranteed in an online environment. No matter what type of security measures a social media platform can offer, there is always a possibility that the private information you post online can somehow be compromised and made public. Employees of PUHSD are strongly recommended to keep all private and sensitive information out of their social media accounts. Setting all personal profiles to the strictest of privacy settings can help prevent, but not completely eliminate, problems that occur from the release of sensitive information. Keeping sensitive information private and security measures optimized online are the sole responsibility of the PUHSD employee.
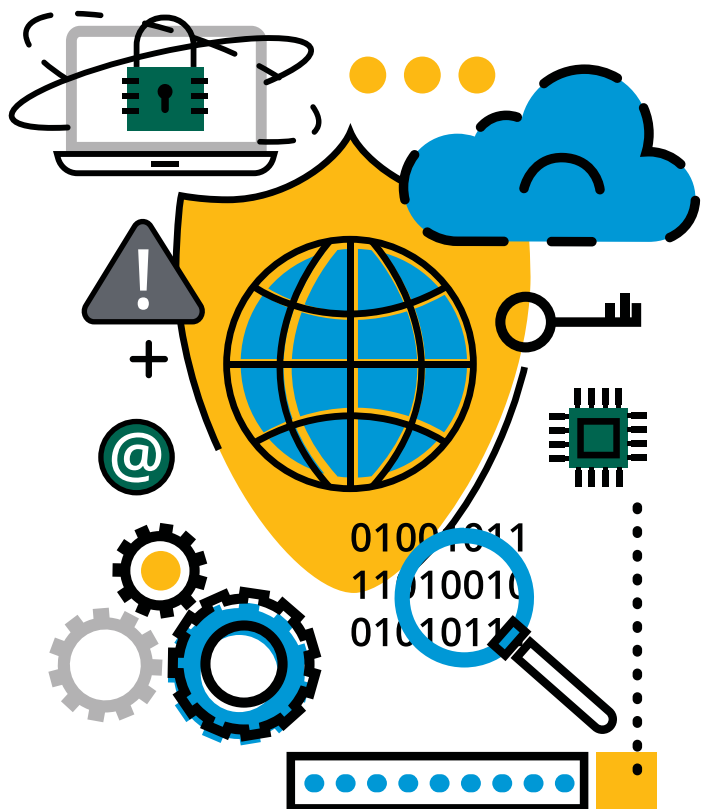
03//

GET AUTHORIZATION

Before opening any district-related social media account, fill out PUHSD Social Media Authorization Form, found here:

http://goo.gl/forms/4U2ZgiKwec

04//

USE DISTRICT EMAIL

When setting up a district or school related page, use your district email address. The District reserves the right to monitor users' online activities and to access, review, copy, or delete any communication or files and/or disclose them to others as it dems necessary and in accordance with Federal, State, and local regulations.

05//

PRIVACY OF STUDENTS

Never post identifying student information without the written, informed consent of the child's parent / legal guardian and principal. This includes names, videos and photographs on any school-based, personal or professional Internet website. No last names, addresses, or phone numbers should appear on social media sites.

INSTANT MESSAGING

Personal social media accounts or chat platforms should never be used to communicate with students. Due to the ephemeral, non-discoverable nature of text and direct messaging, instant messaging and IM services, and due to these platforms not being approved they must not be used to communicate with students. Staff should keep personal accounts private and do not "friend" any students or minors. There should be a clear distinction between personal social media sites and any district-related social media sites. When a student or minor requests to follow an employee's personal social networking site, redirect them to the school-approved site.

07//

DISTRICT AND SCHOOL LOGOS

You can access district-approved logos here:

PUHSD School Logos

Any other district-related logo not found in this folder must be approved by the IT Department. Please send an email to: helpdesk@puhsd.org

08//

BE ACCURATE

Review content for grammatical and spelling errors. Get the facts straight before posting them on online platforms.

LETS EAT GRANDPA!

ELON MUSK INVENTED THE ELECTRIC CAR

09//

BE RESPECTFUL

Discussions online can encourage opposing ideas. Carefully consider all responses and how they would reflect on the poster and on the district. Refrain from religious and political beliefs when possible.

THiNK!
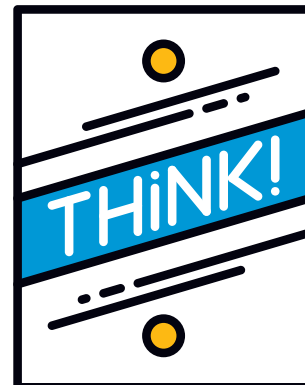
BE RESPONSIBLE

Employees are responsible for monitoring and maintaining their official presence online. The content posted by employees cannot violate copyright or intellectual property laws and must conform to all applicable state and federal laws, as well as all district and board policies.

THE DISTRICT RESERVES THE RIGHT TO MONITOR USERS' ONLINE ACTIVITIES AND TO ACCESS, REVIEW, COPY, OR DELETE ANY COMMUNICATION OR FILES AND/OR DISCLOSE THEM TO OTHERS AS IT DEEMS NECESSARY AND IN ACCORDANCE WITH FEDERAL, STATE, AND LOCAL REGULATIONS.
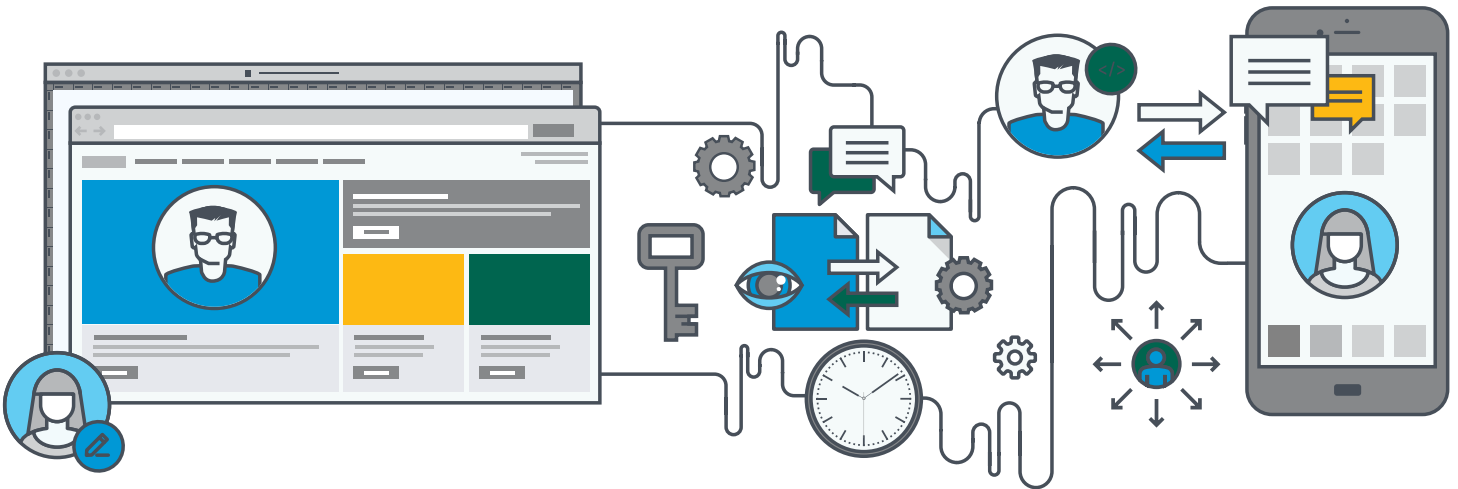
MONITOR IDENTITY

It is advisable to periodically check that your identity has not been compromised. If an employee's identity is being misrepresented, contact your supervisor or email the district immediately: **helpdesk@puhsd.org**
In turn, misrepresenting yourself by using someone else's identity is considered a misdemeanor in California, punishable by a fine up to $1,000, or jail up to one year, or both.

4//
MONITORING AND DELETING INNAPROPRIATE CONTENT

Any school, club, athletic, or district-related social media site requires constant monitoring. Monitoring these platforms regularly allows administrators to quickly respond to any concerns, comments, or questions from members of the community. This creates a sense of responsiveness and trust between the community and school or club. It is also an excellent opportunity to engage with the community, share information about upcoming events, and celebrate successes.

It is essential to keep inappropriate content off any social media site, whenever possible. Administrators should use filters and moderation tools to monitor the content shared on social media and remove any content that violates the established guidelines. This helps to maintain a safe and welcoming online environment for all members of the community.

The account owner is responsible for deleting content that contains:

PROFANITY · NUDITY
HATE SPEECH · DEFAMATION
NAME CALLING · SPAM

5//
CYBERBULLYING

Cyberbullying is an epidemic online and will not be tolerated in the Perris Union High School District. Posting inappropriate derogatory, disparaging, harassing, vulgar, abusive, threatening, racist, biased, or bullying comments toward or about any student or employee, on any website, email, or social networking site is prohibited and will subject an employee to discipline.

Children are not the only ones at risk for cyberbullying. Unfortunately, teachers and district employees are also on the receiving end. If an employee feels they are being attacked online, please contact your supervisor or send an email to helpdesk@puhsd.org right away.

Employees can also reduce the risk of cyberbullying by doing the following:

- **Password protect all social media accounts and set those accounts to the strictest of privacy to reduce the risk of hacking.**

- **Update security settings and pass-code protect your mobile devices to prevent them from being used if they are lost or stolen.**

- **Utilize only District-related social media accounts to communicate and interact with students and parents online.**

- **Keep your private life private. Keep in mind that any personal content you choose to post publicly online can potentially be used to bully you or your family.**

6//BENEFITS

SHARE DISTRICT AND SCHOOL NEWS

SHARE UPCOMING SCHOOL EVENTS

INCREASE AWARENESS

VOLUNTEERISM AND DONATIONS
(PTA / FOUNDATION PAGES)

REMINDERS AND TIPS FOR PARENTS

CONNECT WITH COMMUNITY GROUPS /
INFLUENTIAL ORGANIZATIONS

SHOWCASE STUDENT ACHIEVEMENT

CLASSROOM ASSIGNMENTS

STAFF NETWORKING

COMMUNICATION WITH PARENTS AND
STAKEHOLDERS

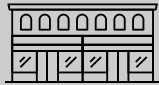COMBAT RUMORS OR MISINFORMATION

GENERATE POSITIVE MEDIA COVERAGE
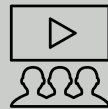
PROFESSIONAL DEVELOPMENT AND PERSONAL
LEARNING NETWORKS

COMMUNITY OUTREACH

ALLOW STUDENTS TO ENGAGE IN EXTENDED
LEARNING OPPORTUNITIES

EMERGENCY ANNOUNCEMENTS

WHEN TALKING ABOUT SOCIAL MEDIA FOR PERRIS UNION HIGH SCHOOL DISTRICT, ACCOUNTS CAN INCLUDE, BUT ARE NOT LIMITED TO:

DISTRICT OFFICE	CLASSROOM PAGES	SCHOOL SITES
HUMAN RESOURCES	IT / TECHNOLOGY DEPARTMENTS	COUNSELING DEPARTMENT
NUTRITION SERVICES	ASB	FFA
ATHLETICS	STEM / STEAM	PTA
DRAMA AND ART	STUDENT CLUBS	DEDICATED FUNDRAISING
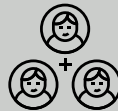
GROW YOUR PERSONAL LEARNING NETWORK (PLN)

Using social media can be an effective way for teachers to enhance their Personal Learning Network (PLN). It provides access to a broad range of educators, collaboration opportunities, ongoing professional development, easy access to resources, and networking opportunities. By using social media, teachers can expand their knowledge, stay up-to-date with the latest trends in education, and find new ideas and approaches to teaching. Additionally, social media can help teachers to collaborate with other educators on projects, lesson plans, and professional development initiatives.

7//HELPFUL DEFINITIONS

01 //
## SOCIAL MEDIA PLATFORMS/ CHANNELS/ SITES
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A "social media platform," also known as a channel, site or application, is a tool that individuals can use to connect, interact, create, curate and share content with a network of users. Some popular social media channels include Instagram, TikTok, YouTube, Snapchat, and Facebook.

02 //
SOCIAL MEDIA MOBILE APPLICATIONS (APPS)
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A "social media channel," perhaps originally created for use on the web, are now more often than not, accessible on mobile devices. These mobile "apps" are dominating the mobile web landscape. Social media apps like Instagram and Snapchat were created exclusively for mobile devices and their popularity is growing faster than their web predecessors. These apps allow users to create, curate and share content directly with a network using a mobile device.


03 //
SOCIAL MEDIA ACCOUNTS
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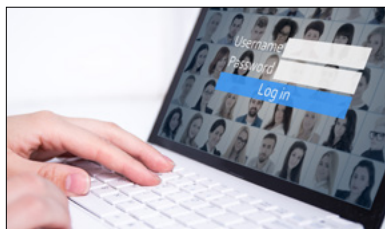
"Social media accounts" can fall under two separate categories, "personal" and "District-related." A personal social media account uses a channel used to share personal information and user-generated content with an audience of the account holder's choosing. A District-related social media account uses a channel to provide information and content regarding PUHSD in any capacity with the general public. District-related social media accounts may include school affiliated profiles and employee profiles connected to organizations affiliated with PUHSD.
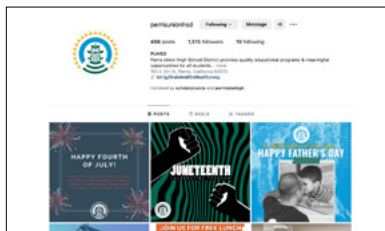
04 //
USER PROFILES
-
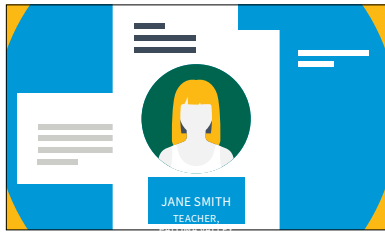
A user profile is a visual display of personal data associated with a specific user's social media account.

05 //
HANDLE
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Your handle is your username on social media. It is usually noted as @username. It can also be used in your personalized URL for each social network. For example, PUHSD's handle on Instagram is @perrisunionhsd, and the Instagram URL is: www.instagram.com/perrisunionhsd

06 //
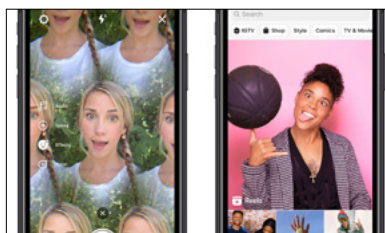# USER-GENERATED CONTENT (UGC)
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Image Source: Instagram.com

User-generated content (UGC) is any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files, advertisements and other forms of media created by users of an online system or service, often made available via social media.

07 //
THE METAVERSE
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The metaverse is a new digital reality that combines social media, AR, VR, and cryptocurrencies to allow people to interact in a new, online digital world. People will interact with each other, make purchases, and meet without physically being in the same space. Metaverse is a bit like a shared, virtual world not too dissimilar from the idea of cyberspace. A pioneer of the metaverse is Meta (previously known as Facebook).
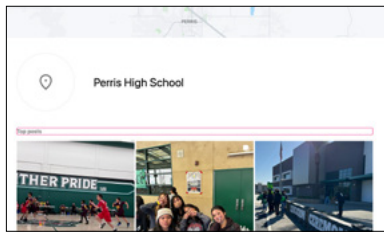
08 //
HASHTAG
-
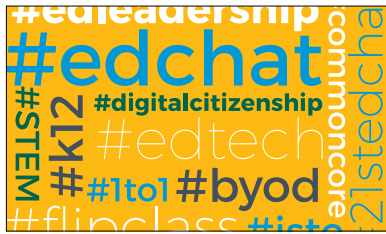
A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (e.g., #edchat). Social networks use hashtags to categorize information and make it easily searchable for users.

09 //
GEOTAG
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A geotag is a specific location added to a photo, video, or other social media post. Geotags can expose your posts to more people, since content is often searchable by location.
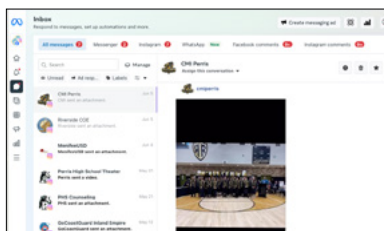
10 //
FOLLOWER
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In a social media setting, a follower refers to a person who subscribes to your account in order to receive your content updates.

11 //
DIRECT
MESSAGE (DM)
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Direct messages -- also referred to as "DMs" -- are private conversations that occur on social media sites.

FOLLOW @PERRISUNIONHSD:

PERRIS UNION HIGH SCHOOL DISTRICT

Address

155 E 4th Street
Perris, CA 92570

Phone

Phone: 951-943-6369

Online

www.PUHSD.org