



Romoland School District Social Media Guidelines for Employees

Romoland School District (“District”) recognizes that 21st century learning requires that educators adapt to and embrace new methods of communication between teachers, students and families. These guidelines provide direction for faculty, staff and students for safely participating in online social media activities in accordance with the [Children’s Internet Protection Act](#) (CIPA) and other applicable federal and state laws.

As public employees and as representatives of the District, it is important that staff conduct themselves in a professional and responsible manner when communicating via social media related to the programs, activities, and operations of the District. Employees are encouraged to participate in online social activities, both as a means to enhance communication and collaboration with students and families, as well as an avenue for professional learning. It is important to recognize that information produced by Romoland employees is a reflection on the entire District and is subject to the District’s [Responsible Use Policy](#). By accessing, creating or contributing to any online social media for classroom or District use, you agree to abide by the guidelines set forth in this document, and ultimately accept sole responsibility for any content you post online. Please read these guidelines carefully before participating in any online social media.

Relevant District Policies

[Romoland School District Responsible Use Policy](#)

[BP/AR 1113 District and School Web Sites](#)

[BP 4040 Employee Use of Technology](#)

[BP 4119.21 Professional Standards](#)

[BP/AR 5145.2 Freedom of Speech/Expression](#)

[BP 6163.4 Student Use of Technology](#)

[BP/AR 1114 District-Sponsored Social Media](#)

Definitions

Social Media: any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, Google+, LinkedIn, or blogs.

District-Authorized Social Media: a site that has been authorized by the Superintendent or

designee to represent the District and/or schools. Sites that contain content related to the District or comments on District operations are not considered District-sponsored social media platforms unless they have received authorization from the school principal or the Superintendent (or designee) and follow the guidelines set forth in this document and related District policies.

Official District Social Media Platform: A site authorized by the Superintendent or designee.

Personal Social Media: Non-work related social media activities (e.g., a District employee establishing a Facebook account for his/her own personal use).

Social Media Guidelines for Faculty & Staff

Professional Identity & Personal Responsibility

- In the digital world, it is important to distinguish District-Authorized Social Media from Personal Social Media accounts. When participating in online social media during and in the course of your District employment, remember your association with Romoland School District. If you identify yourself as a Romoland employee, ensure that your profile and related content reflect the District's professional standards. How you represent yourself online should be comparable to how you represent yourself in person in the workplace.
- It is recommended that employees adhere to the following requirements when using social media for work related purposes:
- Prior to establishing social media accounts, review District Board Policies, Administrative Regulations, and related documents governing employee use of technology and District-sponsored social media.
- Maintain separate accounts for personal and professional social media use, and refrain from using personal accounts to interact with students, parents/guardians, or minors. If a student or minor requests to follow an employee's personal social media site, redirect them to the District-authorized site.
- Use your Romoland email address when creating an account for any District-authorized social media. Do not use your Romoland email address for personal social media use.
- Utilize District authorized social media platforms for District-related purposes.
- Employees who choose to use a social media site that has not been authorized by the District for District-related purposes should prominently display a disclaimer that states *"The postings on this site do not represent the views and opinions of the Romoland School District."*
- The posting or publication of any personally identifiable information of District students including, but not limited to, names, pictures, student educational records, and videos to an Official District Social Media Platform should be avoided unless the posting of such information complies with applicable laws and District policies. Employees should be

advised that, in some cases, prior written consent from parents may be required prior to releasing or posting such information.

- Do not post photos online of students whose parents or guardians have opted out of the District's media release. For more information about media release opt-out list, please contact the school secretary.
- Avoid posting photos of District employees, volunteers, contractors, or vendors without first obtaining permission to do so.
- Avoid posting any information or engaging in communications that violate state or federal laws or District policies, including but not limited to, privacy laws, trademark, copyright, fair use, and financial disclosure laws, and the District's Employee Use of Technology Policy (BP 4040) and District-Sponsored Social Media Policies (BP and AR 1114).
- Assume that there is no privacy on the Internet, even with privacy controls. If you would not share it in the classroom, refrain from sharing it online.

Social Media and the California Public Records Act

Employees should be advised that records maintained on any personal device or messages sent or received on a personal device that is being used to conduct District business may be subject to disclosure pursuant to a subpoena, a request made pursuant to the California Public Records Act, or other lawful request.

Requests for District-authorized Social Media

District-authorized social media platforms shall be used only for their stated purposes and in a manner consistent with District policies. District social media presence can include, but is not limited to:

- Teacher and/or classroom accounts
- Clubs
- Athletics
- Parent-Teacher Organizations

All social media platforms created by District employees that intend to represent Romoland School District or its affiliated organizations, programs, services, or activities must first be approved by the District. Any accounts, web sites, or social media pages existing prior to this social media policy will be subject to review and must conform to the guidelines set forth in this document in order to maintain District-authorized status. To request permission for District-authorized social media use, please contact the Instructional Technology Department.

Social Media in the Classroom

The District recognizes that, in some circumstances, employees may wish to use social media as an instructional tool in the classroom. As a K-8 district nearly all Romoland students are below the age of thirteen. Thus, employees must be careful to comply with the Children's Online Privacy Protection Act (COPPA) when utilizing online programs in the classroom. Employees who determine that use of social media is critical to student learning objectives must adhere to the following guidelines when using social media within the classroom:

- Prior to utilizing any online programs in the classroom, employees must obtain authorization from the District. The District must have an opportunity to assess a particular site's information collection practices, enter into a use or privacy agreement with the website operator, and provide proper notice to parents/guardians before any online or social media program is implemented as an instructional tool.
- Prior to collecting student information from student social media accounts, parents should be notified and a public hearing may be required to comply with the requirements of California Assembly Bill 1442. It is therefore recommended that staff obtain consent from a site administrator prior to collecting student information from social media accounts, or engaging in classroom activities or assignments that require collection of such information.
- Be prepared to provide information to families regarding the purpose for the use of the selected media, an example of what the media project will look like, and a description of the amount of student information required and level of security.
- Utilize District-issued email addresses, rather than personal email addresses, to create accounts.
- Ensure privacy settings are as narrowly tailored as possible to ensure that social media communications only reach the employee's intended audience.

Monitoring and Deleting Inappropriate Content

Any Official District Social Media Platform used to conduct District business, or for District programs, activities, or operations requires constant monitoring. Employees who serve as the primary point of contact for Official District Social Media Platforms should strive to ensure that information disseminated via such platforms is accurate, school appropriate, and responsive to community member questions. Employees who have ownership of accounts associated with Official District Social Media Platforms are responsible for removing content that contains profanity, nudity, unprotected speech, spam, or other content that violates the professional conduct standards of the District. Questions and requests regarding Official District Social Media Platforms may be directed to the Chief Technology Officer.