

<b>TITLE: County Office Sponsored Social Media</b>	
Approved by: <u><i>Rob Gregor</i></u> <i>Rob Gregor, Yuba County Superintendent of Schools</i>	Series: <b>Community Relations</b> Version: <b>2</b> Effective Date: <b>11/1/2023</b> Previous Policy Date: <b>8/9/2019</b> Revised By: <b>Committee</b> Policy Number: <b>AR 1114</b>

**Definitions**

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

Official county office of education social media platforms are sites authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to county office or comments on county office operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal site, are not considered official county office social media platforms.

**Authorization for Official County Office Social Media Platforms**

The Superintendent or designee shall authorize the development of any official county office of education social media platform. Teachers and coaches shall obtain approval from the principal before creating an official classroom or team social media platform.

**Guidelines for Content**

The Superintendent or designee shall ensure that official county office of education social media platforms provide current information regarding county office programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official county office social media platforms shall contain content that is appropriate for all audiences.

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on official county office social media platforms.

The Superintendent or designee shall ensure that official county office of education social media platforms are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations, such as lack of relation to the site's

purpose or violation of the county office's policy, regulation, or content guidelines.

Each official county office of education social media platform shall prominently display:

1. The purpose of the site along with a statement that users are expected to use the site only for those intended purposes.
2. Information on how to use the security settings of the social media platform.
3. A statement that the site is regularly monitored and that any inappropriate post will be promptly removed. Inappropriate posts include those that:
  - a. Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation
  - b. Are not related to the stated purpose of the site, including, but not limited to, comments of a commercial nature, political activity, and comments that constitute discrimination or harassment
4. Protocols for users, including expectations that users will communicate in a respectful, courteous, and professional manner.
5. A statement that users are personally responsible for the content of their posts and that the county office is not responsible for the content of external online platforms.
6. A disclaimer that the views and comments expressed on the site are those of the users and do not necessarily reflect the views of the county office.
7. A disclaimer that any user's reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by the county office.
8. The individual(s) to contact regarding violation of county office guidelines on the use of official county office social media platforms.

### **Appropriate Use by County Office of Education Employees**

County office of education employees who participate in official county office social media platforms shall adhere to all applicable county office policies and procedures, including, but not limited to, professional standards related to interactions with students.

When appropriate, employees using official county office social media platforms shall identify themselves by name and county office title and include a disclaimer stating that the views and opinions expressed in their post are theirs alone and do not necessarily represent those of the county office or school.

All staff shall receive information about appropriate use of the official county office social media platforms.

**Policy Reference Disclaimer:**

These references are not intended to be part of the policy itself, nor do they indicate the basis or authority for the board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

<b>Federal</b>	<b>Description</b>
17 USC 101-1101	Federal copyright law
29 USC 157	Employee rights to engage in concerted, protected activity
34 CFR 99.1-99.67	Family Educational Rights and Privacy
<b>Management Resources</b>	<b>Description</b>
Court Decision	Perry Education Association v. Perry Local Educators' Association, (1983) 460 U.S. 37
Court Decision	Page v. Lexington County School County office, (2008, 4th Cir.) 531 F.3d 275
Court Decision	Downs v. Los Angeles Unified School County office, (2000) 228 F.3d 1003
Court Decision	Board of Education, Island Trees Union Free School County office, et.al. v. Pico, (1982) 457 U.S. 853
Court Decision	Aaris v. Las Virgenes Unified School County office, (1998) 64 Cal.App.4th 1112
Facebook Publication	Facebook for Educators Guide, 2011
National Labor Relations Board Decision 18-CA-1908	Sears Holdings, December 4, 2009
Website	<a href="#">Facebook, privacy resources</a>
Website	<a href="#">Facebook in Education</a>
Website	<a href="#">Facebook for Educators</a>
Website	<a href="#">California School Public Relations Association</a>
<b>State</b>	<b>Description</b>
Ed. Code 32261	Interagency School Safety Demonstration Act of 1985
Ed. Code 35182.5	Contracts for advertising
Ed. Code 48900	Grounds for suspension and expulsion
Ed. Code 60048	Commercial brand names, contracts or logos
Gov. Code 3307.5	Publishing identity of public safety officers
Gov. Code 54952.2	Brown Act, definition of meeting
Gov. Code 7920.000-7930.170	California Public Records Act

**Cross References**

<b>Code</b>	<b>Description</b>
0430	<a href="#">Comprehensive Local Plan For Special Education</a>
0430	<a href="#">Comprehensive Local Plan For Special Education</a>