

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

The County Superintendent recognizes the value of technology, including social media platforms, in informing our community regarding issues or events relating to our students, staff, educational environment, facilities, and community involvement and collaboration. The purpose of any official county office social media platform or use shall be to further the county’s vision and mission, support student learning and staff professional development, and enhance positive communication with students, parents/guardians, staff, and community members.

- (cf. 0000 - Vision)*
- (cf. 0440 - County office Technology Plan)*
- (cf. 1100 - Communication with the Public)*
- (cf. 1112 - Media Relations)*
- (cf. 1113 - County office and School Web Sites)*
- (cf. 6020 - Parent Involvement)*
- (cf. 6145.5 - Student Organizations and Equal Access)*

The Superintendent or designee shall develop content guidelines and protocols for official county office social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, policy, and regulation. No person or entity may directly or indirectly represent that any social media site or position is authorized by, or representative of, the county office without advance and express approval by the Superintendent, or designee. The county office reserves the right to seek the removal of any site or posting violating this provision, including a site or posting by a staff member initiated without such advance approval.

**Guidelines for Content and Use of County Office of Education Social Media**

Official county office social media platforms shall be used only for their stated purposes and in a manner consistent with all county office policies and governing laws and regulations. By creating these official sites and allowing for public comment, the Superintendent does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech. Only county office personnel expressly authorized by the Superintendent, or designee may post to the county office's social media sites.

- (cf. 5145.2 - Freedom of Speech/Expression)*

*(cf. 6145.5 - Student Organizations and Equal Access)*

The Superintendent or designee shall seek to ensure that the limited purpose of the official county office of education social media platforms is communicated to users. Each site shall contain a statement that specifies the site's purposes, and a statement, if any portion of the site is available for public postings, that public users are personally responsible for the content of their posts must strictly comply with the county's social media guidelines and protocols.

The Superintendent expects users to conduct themselves in a respectful, courteous, and professional manner. County office social media platforms may not contain content that is obscene, libelous, incites individuals to create a clear and present danger as to unlawful acts, including harm to persons or property, likely to substantially disrupt the county's orderly operations or the attendance and/or participation of students, staff, or community volunteers in county-sponsored activities. Users shall be made aware of the public record subject to disclosure, or further disclosure of referenced items, under the Public Records Act.

*(cf. 5131 - Conduct)*

Staff or students who post prohibited content shall be subject to discipline in accordance with county office policies and administrative regulations.

*(cf. 4040 - Employee Use of Technology)*  
*(cf. 4118 - Suspension/Disciplinary Action)*  
*(cf. 4119.21/4219.21/4319.21 - Professional Standards)*  
*(cf. 4218 - Dismissal/Suspension/Disciplinary Action)*  
*(cf. 5144 - Discipline)*  
*(cf. 5144.1 - Suspension and Expulsion/Due Process)*  
*(cf. 6163.4 - Student Use of Technology)*  
*(cf. 1340 - Access to District Records)*  
*(cf. 9012 - Board Member Electronic Communications)*

## **Privacy**

The Superintendent or designee shall also seek to protect the privacy rights of students, parents/guardians, staff, Board members, and other individuals on official county social media platforms, to the fullest extent allowed by law.

Superintendent's policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, shall also apply to official county office social media platforms.

*(cf. 5125.1 - Release of Directory Information)*

Social media and networking sites and other online platforms shall not be used by county employees to transmit confidential information about students, employees, or county operations, and staff and other posts must never violate a person's right to privacy as may be protected by any county policy, law, or regulation.

*(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)*  
*(cf. 5022 - Student and Family Privacy Rights)*

### **Social Media Guidelines and Protocols**

The Superintendent and its schools welcome the community's contributions (e.g., posting comments) to its official social media accounts. The purpose of the county's social media site(s) is to positively inform and engage students and their families, staff, residents, and other interested persons by providing current and useful information regarding county office programs, activities, and operations. Such information shall be appropriate for both internal and external audiences.

The intent of these Social Media Guidelines and Protocols, which incorporate all Superintendent Policies and Administrative Regulations, is to best ensure a positive and informative flow of information while protecting the privacy and rights and other legally protected interests of our community. With these guidelines and protocols in mind, posting on any official social media site of the county constitutes an agreement by each user to comply with the following terms of use, a violation of which may result in the immediate removal of a nonconforming post and a potential prohibition against any future post, and a potential prohibition against any future posting by the violating party.

- Users are encouraged to submit comments, questions, and concerns directly to the appropriate county representative by way of email or telephone call. Social media posts are not the most efficient or effective way to communicate questions or concerns to county staff.
- By using the County's official social media or platforms, each user acknowledges that this is a limited forum, and not an open or limited public forum, the contents of which may be removed at the discretion and control of the County if they are seen as violating these guidelines and protocols. Comments should comply with these content standards and also have a direct relationship to a County post to which it relates. A user may request review by the Superintendent or designee of any post or comment believed to be in violation of these standards, which may then trigger removal. If the Superintendent or designee's review does not resolve the matter, the County's otherwise existing dispute resolution processes shall be used.
- The County will exercise its legal rights to regulate speech within the social media sites. All postings on a County authorized social media site are at the discretion of County and its social media site administrators except as directly and expressly governed by law.
- The County's social media sites administrators will review all postings to ensure they comply with all County Superintendent Policies Administrative Regulations, and these Social Media Guidelines and Protocols. The County's social media sites administrator will not; however, restrict speech based on a disagreement with the opinion expressed, if the posting otherwise meets the requirements of these social media policies, and all other governing standards, including a prohibition against harassment, retaliation, discrimination, the creation of a hostile work or educational environment, or a belief that physical or emotional harm barred by law or county policies may occur, or has occurred.

- The County also reserves the right to delete postings that:
  1. contain spam, advertising, solicitations, or include links to other sites (whether commercial or otherwise, and regardless of content or purpose of the link);
  2. cause or are reasonably likely to cause substantial disruption to the County's operations;
  3. violate a person's privacy or that are objectively seen as verbal or emotional abuse, harassment, that advocate or support the concepts of stalking or threats of potential harm to person or property, or that may violate the legal rights of others;
  4. are actually or potentially libelous or slanderous;
  5. endorses any product, cause, political party, or political candidate;
  6. involves chain letters, pyramid schemes, or actually, or potentially fraudulent or deceptive messages; and
  7. infringes on copyrights or trademarks.

If an individual becomes aware of a posting they believe violates these guidelines and protocols, the individual may contact the Superintendent at 530-749-4900, to have the post reviewed to determine a potential violation of these standards.

**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 county to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

<b>State</b>	<b>Description</b>
Ed. Code 32260-32262	Interagency School Safety Demonstration Act of 1985
Ed. Code 35182.5	Contracts for advertising
Ed. Code 48900	Grounds for suspension or expulsion
Ed. Code 48907	Exercise of free expression; time, place and manner rules and regulations
Ed. Code 48950	Speech and other communication
Ed. Code 49061	Definitions; directory information
Ed. Code 49073	Release of directory information
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
Gov. Code 7920.000-7930.215	California Public Records Act
<b>Federal</b>	<b>Description</b>
17 USC 101-1101	Federal copyright law
20 USC 1232g	Family Educational Rights and Privacy Act (FERPA) of 1974
29 USC 157	Employee rights to engage in concerted, protected activity
29 USC 794	Rehabilitation Act of 1973; Section 504
34 CFR 99.1-99.67	Family Educational Rights and Privacy
<b>Management Resources</b>	<b>Description</b>
Court Decision	Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112
Court Decision	Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982) 457 U.S. 853
Court Decision	Page v. Lexington County School District, (2008, 4th Cir.) 531 F.3d 275
Court Decision	Perry Education Association v. Perry Local Educators' Association,

Court Decision	(1983) 460 U.S. 37 Downs v. Los Angeles Unified School District, (9th Cir. 2000) 228 F.3d 1003
Facebook Publication	Facebook for Educators Guide, 2011
National Labor Relations Board Decision 18-CA-1908	Sears Holdings, December 4, 2009
Website	CSBA District and County office of Education Legal Services
Website	<a href="#">Facebook for Educators</a>
Website	<a href="#">Facebook in Education</a>
Website	<a href="#">Facebook, privacy resources</a>
Website	<a href="#">California School Public Relations Association</a>
Website	<a href="#">CSBA</a>

**Cross References**

<b>Code</b>	<b>Description</b>
0000	<a href="#">Vision</a>
0410	<a href="#">Nondiscrimination In District Programs And Activities</a>
0440	<a href="#">District Technology Plan</a>
0440	<a href="#">District Technology Plan</a>
0510	<a href="#">School Accountability Report Card</a>
1100	<a href="#">Communication With The Public</a>
1112	<a href="#">Media Relations</a>
1113	<a href="#">District And School Websites</a>
1113	<a href="#">District And School Websites</a>
1113-E PDF(2)	<a href="#">District And School Websites</a>
1113-E(1)	<a href="#">District And School Websites</a>
1160	<a href="#">Political Processes</a>
1230	<a href="#">School-Connected Organizations</a>
1230	<a href="#">School-Connected Organizations</a>
1312.3	<a href="#">Uniform Complaint Procedures</a>
1312.3	<a href="#">Uniform Complaint Procedures</a>
1312.3-E PDF(1)	<a href="#">Uniform Complaint Procedures</a>
1312.3-E PDF(2)	<a href="#">Uniform Complaint Procedures</a>
1325	<a href="#">Advertising And Promotion</a>
3515.7	<a href="#">Firearms On School Grounds</a>
3516	<a href="#">Emergencies And Disaster Preparedness Plan</a>
3516	<a href="#">Emergencies And Disaster Preparedness Plan</a>
4030	<a href="#">Nondiscrimination In Employment</a>
4030	<a href="#">Nondiscrimination In Employment</a>
4040	<a href="#">Employee Use Of Technology</a>
4040	<a href="#">Employee Use Of Technology</a>
4118	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4118	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4119.21	<a href="#">Professional Standards</a>
4119.21-E PDF(1)	<a href="#">Professional Standards</a>
4119.23	<a href="#">Unauthorized Release Of Confidential/Privileged Information</a>
4131	<a href="#">Staff Development</a>
4131	<a href="#">Staff Development</a>
4132	<a href="#">Publication Or Creation Of Materials</a>
4218	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4218	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4219.21	<a href="#">Professional Standards</a>
4219.21-E PDF(1)	<a href="#">Professional Standards - Code Of Ethics Classified Employees</a>

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4219.23	<a href="#">Unauthorized Release Of Confidential/Privileged Information</a>
4231	<a href="#">Staff Development</a>
4231	<a href="#">Staff Development</a>
4232	<a href="#">Publication Or Creation Of Materials</a>
4319.21	<a href="#">Professional Standards</a>
4319.21-E PDF(1)	<a href="#">Professional Standards</a>
4319.23	<a href="#">Unauthorized Release Of Confidential/Privileged Information</a>
4331	<a href="#">Staff Development</a>
4331	<a href="#">Staff Development</a>
4332	<a href="#">Publication Or Creation Of Materials</a>
5022	<a href="#">Student And Family Privacy Rights</a>
5022	<a href="#">Student And Family Privacy Rights</a>
5125	<a href="#">Student Records</a>
5125	<a href="#">Student Records</a>
5125.1	<a href="#">Release Of Directory Information</a>
5125.1	<a href="#">Release Of Directory Information</a>
5125.1-E PDF(1)	<a href="#">Release Of Directory Information</a>
5131	<a href="#">Conduct</a>
5142.2	<a href="#">Safe Routes To School Program</a>
5142.2	<a href="#">Safe Routes To School Program</a>
5144	<a href="#">Discipline</a>
5144	<a href="#">Discipline</a>
5144.1	<a href="#">Suspension And Expulsion/Due Process</a>
5144.1	<a href="#">Suspension And Expulsion/Due Process</a>
5145.2	<a href="#">Freedom Of Speech/Expression</a>
5145.2	<a href="#">Freedom Of Speech/Expression</a>
5145.3	<a href="#">Nondiscrimination/Harassment</a>
5145.3	<a href="#">Nondiscrimination/Harassment</a>
5145.7	<a href="#">Sexual Harassment</a>
5145.7	<a href="#">Sexual Harassment</a>
6020	<a href="#">Parent Involvement</a>
6020	<a href="#">Parent Involvement</a>
6145.5	<a href="#">Student Organizations And Equal Access</a>
6145.5	<a href="#">Student Organizations And Equal Access</a>
6162.6	<a href="#">Use Of Copyrighted Materials</a>
6162.6	<a href="#">Use Of Copyrighted Materials</a>
6163.4	<a href="#">Student Use Of Technology</a>
6163.4	<a href="#">Student Use Of Technology</a>
9010	<a href="#">Public Statements</a>
9012	<a href="#">Board Member Electronic Communications</a>