

DISTRICT SPONSORED SOCIAL MEDIA

The Governing Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official district social media platform shall be to further the district's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members.

The Superintendent or designee shall develop content guidelines and protocols for official district social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Guidelines for Content

Official district social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites and allowing for public comment, the Board does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech.

The Superintendent or designee shall ensure that the limited purpose of the official district social media platforms is clearly communicated to users. Each site shall contain a statement that specifies the site's purposes along with a statement that users are expected to use the site only for those purposes. Each site shall also contain a statement that users are personally responsible for the content of their posts.

Official district social media platforms may not contain content that is obscene, libelous, or so incites 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.

The District encourages the use of its social media platforms as a forum for community engagement, respectful dialogue, and sharing of important school-related information. However, to maintain a positive and safe online environment, the District reserves the right to remove any comments that are:

- Threatening, abusive, or promoting violence
- False, misleading, or inaccurate
- Discriminatory, defamatory, or harmful to others
- Off-topic or spam in nature

The District will monitor its social media channels and take appropriate action to ensure compliance with these guidelines.

Social Media Guidelines for School-Related Accounts

Employees or coaches managing social media accounts that represent a school organization, club, or team must adhere to the following guidelines when using the school's logo or brand:

1. **Appropriate Behavior:** All posts, captions, and comments must reflect the values of the school and maintain professionalism. Avoid any language or behavior that could be deemed inappropriate or offensive.
2. **Language:** The use of foul or inappropriate language in captions, comments, or responses is strictly prohibited. Posts must reflect respect and positive communication.
3. **Music Selection:** When creating videos, reels, TikToks, or stories, ensure that any background music used is free from profanity or offensive content. Always select clean versions of songs if applicable.
4. **School Representation:** Remember, as a representative of the school, your content reflects the school community. Content must align with the school's values and promote a positive image.

Failure to comply with these guidelines may result in the removal of content and further action as deemed appropriate by the school administration.

Social Media Access Policy for Employees and Coaches

Employees or coaches managing social media accounts that represent a school organization, club, or team are responsible for maintaining control of these accounts. The following guidelines apply:

1. **Account Management:** Only designated employees or coaches should have access to the social media accounts. Under no circumstances should students be given login credentials or control of the accounts.
2. **Responsibility:** Employees or coaches are solely responsible for managing and monitoring content, ensuring it aligns with the school's guidelines and values.
3. **Security:** Account credentials should be kept secure, and any changes in staff responsible for managing the account must be reported to the school administration for proper transfer of access.
4. **Account Integrity:** The account must be run by the designated school employee or coach at all times to ensure proper oversight and appropriate use.

Violating this policy may result in restricted access to the account and further administrative action if necessary.

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

Users of official district social media platforms should be aware of the public nature and accessibility of social media and that information posted may be considered a public record subject to disclosure under the Public Records Act. The Board expects users to conduct themselves in a respectful, courteous, and professional manner.

Privacy

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official district social media platforms.

Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, as specified in BP 1113 - District and School Web Sites, shall also apply to official district social media platforms.

Social media and networking sites and other online platforms shall not be used by district employees to transmit confidential information about students, employees, or district operations.

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.

State

Ed. Code 32260-32262

Description

[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 7920.000-7930.215

[California Public Records Act](#)

Federal

17 USC 101-1101

Description

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

Management Resources

Description

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 (1983) 460 U.S. 37
Court Decision	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	Facebook for Educators
Website	Facebook in Education
Website	Facebook, privacy resources
Website	California School Public Relations Association
Website	CSBA

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