

Community Relations

District-Sponsored Social Media

The Board of Education recognizes the value of social media to share District information with families and the community and promote community involvement and collaboration in District decisions. The purpose of any official District social media account shall be to further the District's vision and mission, to support student learning and staff professional development, and enhance communication and engagement with students, families, staff, and community members. The Superintendent or designee shall ensure that the content posted by the District on an official District social media account is accessible to individuals with disabilities.

The Superintendent or designee shall develop content guidelines and protocols for official District social media accounts to ensure public access, appropriate and responsible use, and compliance with law, Board policy, and administrative regulation.

Guidelines for Content

Official District social media accounts shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. This policy is not intended to create an open public forum or otherwise guarantee an individual's right to free speech on any of the official District social media accounts even if one or more features on the account that permit interaction with and between members of the public are enabled.

The Superintendent or designee shall ensure that the limited purpose of the official District social media accounts is clearly communicated to users. Each account shall contain a statement specifying the purposes of the account, that the account shall only be used for such purposes, and any other user expectations or conditions as specified in the accompanying administrative regulation.

Official District social media accounts 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.

Staff or students who post prohibited content or otherwise engage with an official District social media account in a manner that violates Board policies and administrative regulations shall be subject to discipline in accordance with such applicable policies and regulations.

Users of official District social media accounts, and anyone who posts, replies, or otherwise leaves a digital footprint on an official District social media account, should be aware of the public nature and accessibility of social media and that information posted or left on an official District social media account 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

To the extent practicable, 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 accounts.

As it pertains to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, official District social media accounts shall operate in accordance with Board Policy 1113 - District and School Websites.

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

Legal Reference:

EDUCATION CODE

32260-32262 Interagency School Safety Demonstration Act of 1985

35182.5 Contracts for advertising

48900 Grounds for suspension and expulsion

48907 Exercise of free expression; time, place, and manner rules and regulations

48950 Speech and other communication

49061 Definitions, directory information

49073 Release of directory information

60048 Commercial brand names, contracts or logos

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

7920.000-7930.215 California Public Records Act

54952.2 Brown Act, definition of meeting

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

1232g Federal Family Educational Rights and Privacy Act (FERPA) of 1974

UNITED STATES CODE, TITLE 29

157 Employee rights to engage in concerted, protected activity

794 Rehabilitation Act of 1973; Section 504

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and Privacy