

## **Community Relations**

### **DISTRICT-SPONSORED SOCIAL MEDIA**

**BP 1114**

The Governing Board 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 to 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 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.

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 shall not be permitted on official district social media accounts.

Staff or students who post on, reply from, or otherwise use an official district social media account in a manner that violates Board policies and administrative regulations shall be subject to discipline in accordance with applicable policies and regulations.

Users of official district social media accounts, and anyone who posts on,

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replies to, 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 such information posted on, replied with, or otherwise left on an official district social media account may be considered a public record subject to disclosure under the Public Records Act.

#### 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 comply 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.

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

#### **State**

*Bus. and Prof. Code 22588.2-22588.4*

*Ed. Code 32260-32262*

*Ed. Code 35182.5*

*Ed. Code 48900*

*Ed. Code 48907*

*Ed. Code 48950*

*Ed. Code 49061*

*Ed. Code 49073*

*Ed. Code 60048*

*Gov. Code 3307.5*

*Gov. Code 54952.2*

*Gov. Code 7920.000-7930.215*

#### **Federal**

*17 USC 101-1101*

#### **Description**

*Youth Social Media Protection Act*

[Interagency School Safety Demonstration Act of 1985](#)

[Contracts for advertising](#)

[Grounds for suspension or expulsion](#)

[Exercise of free expression; time, place, and manner rules and regulations](#)

[Speech and other communication](#)

[Definitions; directory information](#)

[Release of directory information](#)

[Commercial brand names, contracts or logos](#)

[Publishing identity of public safety officers](#)

[Brown Act; definition of meeting](#)

[California Public Records Act](#)

#### **Description**

*Federal copyright law*

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<i>20 USC 1232g</i>	<a href="#"><u>Family Educational Rights and Privacy Act (FERPA) of 1974</u></a>
<i>29 USC 157</i>	<a href="#"><u>Employee rights to engage in concerted, protected activity</u></a>
<i>29 USC 794</i>	<a href="#"><u>Rehabilitation Act of 1973; Section 504</u></a>
<i>34 CFR 99.1-99.67</i>	<a href="#"><u>Family Educational Rights and Privacy</u></a>
<b>Management Resources</b>	<b>Description</b>
<i>Court Decision</i>	<a href="#"><u>Lindke v. Freed (2024) 601 U.S. 187</u></a>
<i>Court Decision</i>	<a href="#"><u>Board of Education, Island Trees Union Free School District, et.al. v. Pico (1982) 457 U.S. 853</u></a>
<i>Court Decision</i>	<a href="#"><u>Page v. Lexington County School District (2008, 4th Cir.) 531 F.3d 275</u></a>
<i>Court Decision</i>	<a href="#"><u>Perry Education Association v. Perry Local Educators' Association (1983) 460 U.S. 37</u></a>
<i>Court Decision</i>	<a href="#"><u>Aaris v. Las Virgenes Unified School District (1998) 64 Cal.App.4th 1112</u></a>
<i>Court Decision</i>	<a href="#"><u>Downs v. Los Angeles Unified School District (2000, 9th Cir.) 228 F.3d 1003</u></a>
<i>National Labor Relations Board Decision</i>	<a href="#"><u>Sears Holdings, Advice Memorandum 18-CA-1908, (December 4, 2009)</u></a>
<i>Website</i>	<a href="#"><u>Bullying Resources</u></a>
<i>Website</i>	<a href="#"><u>Meta in Education</u></a>
<i>Website</i>	<a href="#"><u>CSBA District and County Office of Education Legal Services</u></a>
<i>Website</i>	<a href="#"><u>Facebook, privacy resources</u></a>
<i>Website</i>	<a href="#"><u>California School Public Relations Association</u></a>
<i>Website</i>	<a href="#"><u>CSBA</u></a>

### Cross References

<b>Policy</b>	<b>Description</b>
0000	<a href="#"><u>Vision</u></a>
0410	<a href="#"><u>Nondiscrimination In District Programs And Activities</u></a>
0440	<a href="#"><u>District Technology Plan</u></a>
0441	<a href="#"><u>Artificial Intelligence</u></a>
0510	<a href="#"><u>School Accountability Report Card</u></a>
0510	<a href="#"><u>School Accountability Report Card</u></a>
1100	<a href="#"><u>Communication With The Public</u></a>
1112	<a href="#"><u>Media Relations</u></a>
1113	<a href="#"><u>District And School Websites</u></a>
1113	<a href="#"><u>District And School Websites</u></a>
1113-E(1)	<a href="#"><u>District And School Websites</u></a>
1160	<a href="#"><u>Political Processes</u></a>
1230	<a href="#"><u>School-Connected Organizations</u></a>
1230	<a href="#"><u>School-Connected Organizations</u></a>
1260	<a href="#"><u>Educational Foundation</u></a>

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1312.3	<a href="#"><u>Uniform Complaint Procedures</u></a>
1312.3	<a href="#"><u>Uniform Complaint Procedures</u></a>
1312.3-E(1)	<a href="#"><u>Uniform Complaint Procedures</u></a>
1312.3-E(2)	<a href="#"><u>Uniform Complaint Procedures</u></a>
1313	<a href="#"><u>Civility</u></a>
1325	<a href="#"><u>Advertising And Promotion</u></a>
3515.7	<a href="#"><u>Firearms On School Grounds</u></a>
3516	<a href="#"><u>Emergencies And Disaster Preparedness Plan</u></a>
3516	<a href="#"><u>Emergencies And Disaster Preparedness Plan</u></a>
4030	<a href="#"><u>Nondiscrimination In Employment</u></a>
4030	<a href="#"><u>Nondiscrimination In Employment</u></a>
4040	<a href="#"><u>Employee Use Of Technology</u></a>
4040-E(1)	<a href="#"><u>Employee Use Of Technology</u></a>
4118	<a href="#"><u>Dismissal/ Suspension/ Disciplinary Action</u></a>
4118	<a href="#"><u>Dismissal/ Suspension/ Disciplinary Action</u></a>
4119.21	<a href="#"><u>Professional Standards</u></a>
4119.21-E(1)	<a href="#"><u>Professional Standards</u></a>
4119.23	<a href="#"><u>Unauthorized Release Of Confidential/ Privileged Information</u></a>
4119.25	<a href="#"><u>Political Activities Of Employees</u></a>
4119.25	<a href="#"><u>Political Activities Of Employees</u></a>
4131	<a href="#"><u>Staff Development</u></a>
4132	<a href="#"><u>Publication Or Creation Of Materials</u></a>
4218	<a href="#"><u>Dismissal/ Suspension/ Disciplinary Action</u></a>
4218	<a href="#"><u>Dismissal/ Suspension/ Disciplinary Action</u></a>
4219.21	<a href="#"><u>Professional Standards</u></a>
4219.21-E(1)	<a href="#"><u>Professional Standards</u></a>
4219.23	<a href="#"><u>Unauthorized Release Of Confidential/ Privileged Information</u></a>
4219.25	<a href="#"><u>Political Activities Of Employees</u></a>
4219.25	<a href="#"><u>Political Activities Of Employees</u></a>
4231	<a href="#"><u>Staff Development</u></a>
4232	<a href="#"><u>Publication Or Creation Of Materials</u></a>
4319.21	<a href="#"><u>Professional Standards</u></a>
4319.21-E(1)	<a href="#"><u>Professional Standards</u></a>
4319.23	<a href="#"><u>Unauthorized Release Of Confidential/ Privileged Information</u></a>
4319.25	<a href="#"><u>Political Activities Of Employees</u></a>
4319.25	<a href="#"><u>Political Activities Of Employees</u></a>
4331	<a href="#"><u>Staff Development</u></a>
4332	<a href="#"><u>Publication Or Creation Of Materials</u></a>
5022	<a href="#"><u>Student And Family Privacy Rights</u></a>
5022	<a href="#"><u>Student And Family Privacy Rights</u></a>
5125	<a href="#"><u>Student Records</u></a>
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5125.1	<a href="#"><u>Release Of Directory Information</u></a>
5125.1	<a href="#"><u>Release Of Directory Information</u></a>
5125.1-E(1)	<a href="#"><u>Release Of Directory Information</u></a>
5131	<a href="#"><u>Conduct</u></a>
5142.2	<a href="#"><u>Safe Routes To School Program</u></a>
5142.2	<a href="#"><u>Safe Routes To School Program</u></a>
5144	<a href="#"><u>Discipline</u></a>
5144	<a href="#"><u>Discipline</u></a>
5144.1	<a href="#"><u>Suspension And Expulsion/Due Process</u></a>
5144.1	<a href="#"><u>Suspension And Expulsion/Due Process</u></a>
5145.2	<a href="#"><u>Freedom Of Speech/Expression</u></a>
5145.2	<a href="#"><u>Freedom Of Speech/Expression</u></a>
5145.3	<a href="#"><u>Nondiscrimination/Harassment</u></a>
5145.3	<a href="#"><u>Nondiscrimination/Harassment</u></a>
5145.7	<a href="#"><u>Sexual Harassment</u></a>
5145.7	<a href="#"><u>Sexual Harassment</u></a>
6020	<a href="#"><u>Parent Involvement</u></a>
6020	<a href="#"><u>Parent Involvement</u></a>
6145.5	<a href="#"><u>Student Organizations And Equal Access</u></a>
6145.5	<a href="#"><u>Student Organizations And Equal Access</u></a>
6162.6	<a href="#"><u>Use Of Copyrighted Materials</u></a>
6162.6	<a href="#"><u>Use Of Copyrighted Materials</u></a>
6163.4	<a href="#"><u>Student Use Of Technology</u></a>
6163.4-E(1)	<a href="#"><u>Student Use Of Technology</u></a>
9010	<a href="#"><u>Public Statements</u></a>
9012	<a href="#"><u>Board Member Electronic Communications</u></a>
9320	<a href="#"><u>Meetings And Notices</u></a>

### Policy

**Adopted:** June 26, 2012

**Revised:** May 28, 2026

**PASADENA UNIFIED SCHOOL DISTRICT**

Pasadena, California