

Community Relations

DISTRICT SPONSORED SOCIAL MEDIA

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Definitions

Social media means any online platform for collaboration, interaction, or active participation, or that allows users to post content, including, but not limited to, social networking sites such as Instagram, TikTok, Facebook, X/Twitter, SnapChat, YouTube, and LinkedIn.

An *official district* social media account is an account on a social media platform authorized by the Superintendent or designee.

An account that contains content related to the district or comments about district operations but that has not been created based on authorization or direction from the Superintendent or designee, such as an account created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal account, is not an official district social media account.

School-level employees such as teachers and coaches shall obtain authorization from the school principal before creating an official social media account.

When directed by the Superintendent or designee, each school principal, or an individual in a position of similar responsibility, shall register as a verified reporter with each large social media platform on which the applicable school has an account in accordance with Business and Professions Code 22588.2-22588.4.

Guidelines for Content

Each official district social media account shall contain content that is useful and appropriate for all audiences.

District employees or agents in charge of posting or adding information to an official district social media account shall ensure that copyright laws are not violated in the use of material on official district social media accounts.

The Superintendent or designee shall ensure that official district social media accounts are regularly monitored. Staff members responsible for monitoring content may remove posts or even suspend users from interacting with the account only based on viewpoint-neutral considerations, such as lack of relation to the account's purpose or violation of board policies or administrative

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regulations.

If a verified reporter becomes aware of a social media-related threat or a violation of a social media platform's terms of service that, in the opinion of the reporter, poses a risk or severe risk to the health and safety of a minor who the reporter knows is enrolled in the reporter's school, the reporter shall inform the Superintendent or designee and report the threat or violation via the process created by the applicable social media platform as specified in Business and Professions Code 22588.2-22588.4.

Each official district social media account shall, as appropriate, prominently display a link to this regulation or a statement that includes Items #1-10, below:

1. The purpose(s) of the account, such as providing information to a class, school community, athletic team, or student club; engaging with the public regarding district decisions and Governing Board meetings; and sharing information regarding employment opportunities with the district
2. Users shall use the site only for those intended purposes
3. The account is regularly monitored and any inappropriate interaction will be promptly removed, blocked, or similarly addressed

Inappropriate interactions include, but are not limited to, interactions that:

- a. Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on district premises, violation of district or school rules, or substantial disruption to the district or school's orderly operation
 - b. Are not related to the stated purpose of the account, including, but not limited to, threats, comments of a commercial nature, political activity, and comments prohibited by board policies and administrative regulations
4. Users are expected to communicate in a respectful, courteous, and professional manner and are personally responsible for their use of the account

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5. The district is not responsible for the content posted by other users or how other users interact with the account
6. The views and comments expressed by other users on the account belong to those users and do not necessarily reflect the views of the district
7. Any user's reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by the district
8. The individual(s) to contact regarding violation of district guidelines on the use of official district social media accounts
9. Violations may be reported to the appropriate social media platform, law enforcement, or other third parties, as appropriate
10. A user may be suspended from interacting with the account for one month upon three prior violations and for six months upon two prior one-month suspensions

Appropriate Use by District Employees

District employees who participate in official district social media accounts shall adhere to all applicable board policies and administrative regulations, such as Board Policy 1313 - Civility and Board Policy/Administrative Regulation 4119.25/4219.25/4319.25 - Political Activities of Employees, and shall not share confidential information about students, employees, Board members, or district operations.

When appropriate, employees posting, replying, or otherwise interacting with the public outside of their professional duties or responsibilities on official district social media accounts shall identify themselves by name and district 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 district or school.

All staff shall receive information about appropriate use of the official district social media accounts.

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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

20 USC 1232g

29 USC 157

29 USC 794

34 CFR 99.1-99.67

Management Resources

Court Decision

Court Decision

Court Decision

Court Decision

Court Decision

Court Decision

National Labor Relations Board
Decision

Website

Website

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

[Family Educational Rights and Privacy Act \(FERPA\) of 1974](#)

[Employee rights to engage in concerted, protected activity](#)

[Rehabilitation Act of 1973; Section 504](#)

[Family Educational Rights and Privacy](#)

Description

[Lindke v. Freed \(2024\) 601 U.S. 187](#)

[Board of Education, Island Trees Union Free School District, et.al. v. Pico \(1982\) 457 U.S. 853](#)

[Page v. Lexington County School District \(2008, 4th Cir.\) 531 F.3d 275](#)

[Perry Education Association v. Perry Local Educators' Association \(1983\) 460 U.S. 37](#)

[Aaris v. Las Virgenes Unified School District \(1998\) 64 Cal.App.4th 1112](#)

[Downs v. Los Angeles Unified School District \(2000, 9th Cir.\) 228 F.3d 1003](#)

[Sears Holdings, Advice Memorandum 18-CA-1908, \(December 4, 2009\)](#)

[Bullying Resources](#)

[Meta in Education](#)

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Website	<u>CSBA District and County Office of Education Legal Services</u>
Website	<u>Facebook, privacy resources</u>
Website	<u>California School Public Relations Association</u>
Website	<u>CSBA</u>

Cross References

Policy	Description
0000	<u>Vision</u>
0410	<u>Nondiscrimination In District Programs And Activities</u>
0440	<u>District Technology Plan</u>
0441	<u>Artificial Intelligence</u>
0510	<u>School Accountability Report Card</u>
0510	<u>School Accountability Report Card</u>
1100	<u>Communication With The Public</u>
1112	<u>Media Relations</u>
1113	<u>District And School Websites</u>
1113	<u>District And School Websites</u>
1113-E(1)	<u>District And School Websites</u>
1160	<u>Political Processes</u>
1230	<u>School-Connected Organizations</u>
1230	<u>School-Connected Organizations</u>
1260	<u>Educational Foundation</u>
1312.3	<u>Uniform Complaint Procedures</u>
1312.3	<u>Uniform Complaint Procedures</u>
1312.3-E(1)	<u>Uniform Complaint Procedures</u>
1312.3-E(2)	<u>Uniform Complaint Procedures</u>
1313	<u>Civility</u>
1325	<u>Advertising And Promotion</u>
3515.7	<u>Firearms On School Grounds</u>
3516	<u>Emergencies And Disaster Preparedness Plan</u>
3516	<u>Emergencies And Disaster Preparedness Plan</u>
4030	<u>Nondiscrimination In Employment</u>
4030	<u>Nondiscrimination In Employment</u>
4040	<u>Employee Use Of Technology</u>
4040-E(1)	<u>Employee Use Of Technology</u>
4118	<u>Dismissal/Suspension/Disciplinary Action</u>
4118	<u>Dismissal/Suspension/Disciplinary Action</u>
4119.21	<u>Professional Standards</u>
4119.21-E(1)	<u>Professional Standards</u>
4119.23	<u>Unauthorized Release Of Confidential/Privileged Information</u>
4119.25	<u>Political Activities Of Employees</u>
4119.25	<u>Political Activities Of Employees</u>
4131	<u>Staff Development</u>

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4132	<u>Publication Or Creation Of Materials</u>
4218	<u>Dismissal/Suspension/Disciplinary Action</u>
4218	<u>Dismissal/Suspension/Disciplinary Action</u>
4219.21	<u>Professional Standards</u>
4219.21-E(1)	<u>Professional Standards</u>
4219.23	<u>Unauthorized Release Of Confidential/Privileged Information</u>
4219.25	<u>Political Activities Of Employees</u>
4219.25	<u>Political Activities Of Employees</u>
4231	<u>Staff Development</u>
4232	<u>Publication Or Creation Of Materials</u>
4319.21	<u>Professional Standards</u>
4319.21-E(1)	<u>Professional Standards</u>
4319.23	<u>Unauthorized Release Of Confidential/Privileged Information</u>
4319.25	<u>Political Activities Of Employees</u>
4319.25	<u>Political Activities Of Employees</u>
4331	<u>Staff Development</u>
4332	<u>Publication Or Creation Of Materials</u>
5022	<u>Student And Family Privacy Rights</u>
5022	<u>Student And Family Privacy Rights</u>
5125	<u>Student Records</u>
5125	<u>Student Records</u>
5125.1	<u>Release Of Directory Information</u>
5125.1	<u>Release Of Directory Information</u>
5125.1-E(1)	<u>Release Of Directory Information</u>
5131	<u>Conduct</u>
5142.2	<u>Safe Routes To School Program</u>
5142.2	<u>Safe Routes To School Program</u>
5144	<u>Discipline</u>
5144	<u>Discipline</u>
5144.1	<u>Suspension And Expulsion/Due Process</u>
5144.1	<u>Suspension And Expulsion/Due Process</u>
5145.2	<u>Freedom Of Speech/Expression</u>
5145.2	<u>Freedom Of Speech/Expression</u>
5145.3	<u>Nondiscrimination/Harassment</u>
5145.3	<u>Nondiscrimination/Harassment</u>
5145.7	<u>Sexual Harassment</u>
5145.7	<u>Sexual Harassment</u>
6020	<u>Parent Involvement</u>
6020	<u>Parent Involvement</u>
6145.5	<u>Student Organizations And Equal Access</u>
6145.5	<u>Student Organizations And Equal Access</u>
6162.6	<u>Use Of Copyrighted Materials</u>
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6163.4

6163.4-E(1)

9010

9012

9320

[Student Use Of Technology](#)

[Student Use Of Technology](#)

[Public Statements](#)

[Board Member Electronic Communications](#)

[Meetings And Notices](#)

Regulation

Approved: June 26, 2012

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PASADENA UNIFIED SCHOOL DISTRICT

Pasadena, California