

DISTRICT-SPONSORED SOCIAL MEDIA

The district shall use social media networks to strengthen communication with parents/guardians, staff, and community members; disseminate information regarding district and academic programs and emergency communications; provide educational resources to parents; and to promote district and school events, activities and accomplishments.

The district reserves the right to determine the platforms for its online presence and to limit its website and social media presence to district messages only.

The district expects students and employees who use online platforms for district-related purposes, including social media networks, to do so solely to support the district's educational mission and in a manner consistent with applicable law, Board policies, regulations, and Technology Use Agreements.

Definitions

Social media means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn, or blogs.

District social media is a site authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the district or comments on district operations, such as a site created by a parent-faculty organization, booster club, or other school-connected organization or a student's or employee's personal site, are not considered district social media sites.

Authorization for Official District Social Media Platforms

The Superintendent or designee shall authorize the development of any official district social media sites.

School sites also may establish social media platforms, which must be authorized by the school principal and the Superintendent, managed by district staff, and be noted on the school website. School principals bear the responsibility for social media sites. The school site principal bears responsibility for monitoring and ensuring that social media sites are consistent with district policies and regulations.

Guidelines for Content

The Superintendent or designee shall ensure district social media sites provide current information regarding district programs, activities, and operations. District social media sites shall contain content that is appropriate for all audiences.

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District social media shall prominently display the following, or if space does not permit, a link to this Administrative Regulation shall be included:

1. The purpose of the site with a statement that users are expected to use the site only for the intended purpose(s).
2. A statement that users are personally responsible for the content of their posts, and the district is not responsible for the content of external online platforms.
3. A disclaimer that the views and comments expressed on the site are those of the users and do not necessarily reflect the district's views.
4. A statement that the site is regularly monitored and that any inappropriate or off-topic posts or comments may be promptly removed.

The Superintendent or designee may block or remove any content from district social media site at any time without prior notice if the content is inappropriate; in violation of any agreements, terms, policies, procedures, or regulations established by the district or the social media provider; or whenever the district deems it in its best interest to do so, provided the decision is based on viewpoint-neutral considerations.

Posts may be blocked or removed if they violate district policies and regulations, or if they violate the following:

1. Postings must be civil, respectful, courteous, and professional.
2. Postings must be in compliance with the stated purpose of the site, and may not include advertising or postings of commercial nature, political activity, gambling, drugs, alcohol, other related postings, or otherwise violate federal or state laws, or district policies, procedures, or regulations.
3. Posts that are obscene, libelous, discriminatory, harassing or so incite 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.
4. Postings shall protect the privacy rights of students, parents/guardians, staff, Board Members, and other individuals. To ensure such privacies postings shall not include identifying student or staff information, including names, personal information, assignments, grades, attendance data, photographs, videos, or other likenesses, without written consent of the staff or student's parent/legal guardian.
5. Due to the wide accessibility of the internet and potential risk to students, any photograph(s) of a student shall not be published with his/her name or other personally identifiable information without the prior written consent of the student's parent/guardian.

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Photographs of groups of students, or public school events, may be published provided that students' names are not included.

The Superintendent or designee expects that that copyright laws are not to be violated in the use of material on official district social media sites.

The posting on district social media networks of links to other online platforms or social media networks is permissible if the content of linked sites is academic in nature, supports the district's educational mission, and is consistent with district policies and regulations. The district is not responsible for the content of external online platforms.

The district does not control or guarantee the accuracy, relevance, timeliness, or completeness of information contained on a linked website or social media network. The district is not responsible for the content of external online platforms.

Comments posted by a member of the public on social media networks are the opinions of the commentator, and do not imply endorsement of or agreement by the district, nor do such comments necessarily reflect the opinions or policies of the district.

By creating these authorized sites and allowing for public comment on social media, the district does not intend to create an open public forum or otherwise guarantee an individual's right to free speech.

Users of the district-sponsored social media sites are expected to 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 California Public Records Act, or other federal or state law.

The district expects students and employees who use online platforms for district-related purposes, including social media, to do so solely to support the district's educational mission and in a manner consistent with district policies and regulations.

District employees who have personal websites, social media accounts, or blogs shall keep them separate from district social media sites. Student photographs are not to be posted to personal websites, social media accounts, or blogs. Communications between employees and students must be transparent and accessible to district supervisors and parents/guardians, professional in tone and content, appropriate to the circumstances, and unambiguous in meaning. To that end, the district strongly discourages employees from following or otherwise connecting with students for non-educational purposes on or through personal social media accounts, including but not limited to Facebook, Twitter, TikTok, YouTube, and LinkedIn.

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Reporting Content Violations

Users are encouraged to report to the Superintendent or designee, or to a school principal, any inappropriate content or any content that violates district policies and regulations.

For violations of a social media provider's terms, policies, or regulations, contact the social media provider according to the provider's procedures. Users of district-sponsored social media sites should familiarize themselves with the social media provider's terms, policies, and regulations, including the procedures for reporting any problems or abuse. The district is not responsible for the social media provider's removal of, or failure or refusal to remove, any content that is reported to the social media provider.

Security

The Superintendent or designee shall establish security procedures for the district's computer network to prevent unauthorized persons from accessing system-level controls or making changes to content of district -authorized social media networks.