

**NEW**

**Community Relations**

**District-Sponsored Social Media**

The Board of Education 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 rule.

**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 accompanying rule. 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.

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

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 Board Policy 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.

<b>State</b>	<b>Description</b>
Ed. Code 32260-32262	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 7920.000-7930.170                      California Public Records Act

Gov. Code 7920.000-7930.215                      California Public Records Act

**Federal**

**Description**

17 USC 101-1101                      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

Website                      California School Public Relations Association

Website                      CSBA