

SOCIAL MEDIA USE

The district encourages students and employees who use online platforms, including but not limited to social media and networking sites, for official district, district-sponsored, and district-related purposes to do so solely to support the district's educational mission, and in a manner consistent with applicable law and Board policy and administrative regulation. The district further encourages students and employees to follow district guidelines for communications and the appropriate use of technology.

Roles and Responsibilities

Official district or district-sponsored presences on any online platform shall be authorized by the Superintendent or designee. The district reserves the right to determine official district or district-sponsored online platform presence content.

Teachers shall obtain approval from their site administrator before creating a presence on any social media platform deployed on the district's internet domain.

All district employees shall receive information about the appropriate use of online platforms, including information on how to utilize the site's security settings.

Department and site administrators shall assign staff member(s) to regularly monitor the content of official district or district-sponsored online platform presences.

Content

The content of all official district or district-sponsored online platform presences shall be limited to current and useful information regarding the district's official and/or sponsored educational programs, activities and operations. Such content shall support the educational mission of the district and be appropriate for all audiences. Official district and district-sponsored online platform presences shall not post, display, or otherwise communicate content not expressly authorized by these guidelines.

(cf. 4119.25 – Political Activities of Employees)

Social media and online platforms may not contain content that is obscene, libelous, slanderous, defamatory, proprietary, or which creates a clear and present danger of inciting students to commit unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.

The posting on official district or district-sponsored online platform presences of links to other online platforms or social media sites is permissible if the linked sites' content is of an academic nature, support the district's educational mission, and are consistent with the district's policies and regulations. The district is not responsible for the content of external online platforms.

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All official district and district-sponsored presences on online platforms are nonpublic forums. The district reserves the right to remove from such online platform presences any content.

The Superintendent or designee shall monitor official district and district-sponsored presences for compliance with copyright laws. If copyrighted material is posted, credit to the original producer of the material must be included, noting how and when permission to post the material was granted.

(cf. 4132/4232/4332 – Publication or Creation of Materials)
(cf. 6162.6 – Use of Copyrighted Materials)

District-related community organizations, including booster clubs and parent-teacher associations, are encouraged to adhere to the district's policies and guidelines when establishing an online platform presence.

(cf. 1230 – Community Service Organizations)
(cf. 6020 – Parent Involvement)

The use of district or school logos requires the express permission of the Superintendent or designee.

Appropriate Use of Social Media

All individuals who access, or post content to, official district or district-sponsored online platforms shall:

1. Adhere to all district policies and procedures and school rules and regulations.
2. When appropriate, identify the name and district title of the school, administrator, department, organization or employee that is responsible for posting and monitoring online content.
3. When appropriate, identify themselves by name and district title, and include a disclaimer stating that the views and opinions expressed are theirs alone and do not necessarily represent those of the district or school.
4. Ensure the factual accuracy of content.
5. Keep content current and respond to comments in a timely fashion.
6. Communicate with others in a respectful, courteous and professional manner.

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7. Avoid communications that contain any form of bullying, intimidation or harassment.
8. Immediately report online platform communications that violate these guidelines to his or her supervisor.

District employees and students are encouraged to follow these guidelines in connection with communications posted on, or via, district-related online platform presences. No one may use district online platform presences to provide access to a personal online platform, or to promote or advertise personal events, commercial activities or enterprises, except as permitted by this regulation.

(cf. 1100 – Communication with the Public)
(cf. 4158 – Employee Protection and Safety)
(cf. 4040 – Employee Use of Technology)
(cf. 6163.4 – Student Use of Technology)

Use of official district or district-sponsored online platform presences in violation of this administrative regulation may result in disciplinary actions, up to and including termination of employment, expulsion, and/or referral to the appropriate law enforcement agencies. The district may suspend or terminate user rights for individuals who violate district standards.

The district encourages users of online platforms, including district employees and students, to be aware of the public nature and accessibility of such electronic postings, messages, and displays, and to adhere to standards of civility. District employees and students are responsible for posting, displaying and/or sending communications that violate applicable laws, including Board policies, via, or on, district-related online platform presences, and presences that are not official district, district-sponsored, or district-related sites.

(cf. 4119.21 and 4139.21 – Code of Ethics)
(cf. 5144.1 – Suspension and Expulsion/Due Process)

Definitions

1. An “official district” or “district-sponsored” online purpose or online platform presence is one that is authorized by the Superintendent or designee. For example, a school Facebook site authorized by that site’s principal (who is also the Superintendent’s designee) is a “district-sponsored” online platform presence.

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2. A “district-related” online purpose or online platform presence is neither district sponsored nor authorized as an official district or district-sponsored purpose or online platform presence, but contains content directly regarding district operations and business. Examples of a “district-related” purpose or online platform presence include a district employee’s or student’s online displays, posts or communications directly regarding district operations and business. Other examples may include a teacher’s Facebook page used to disseminate class information, such as homework assignments, or a coach’s Twitter regarding upcoming games.
3. Social media is defined as any online platform for collaboration or interaction including but not limited to social networking sites (e.g., Facebook, LinkedIn, etc.), blogs, micro blogs (e.g., Twitter), wikis, document management (e.g., Google Docs), multimedia sharing (e.g., LastFM, Flickr, Photobucket, YouTube, Vimeo, etc.), and reviews (epinions, Yelp, etc).
4. An “online platform” is a website or electronic communication network where users can publicly or privately send or display communications to others. Online platforms include Facebook, Twitter, YouTube, and Myspace.
5. An “online platform presence” is the establishment and use of an account with, or posting or sending of communications and/or otherwise interacting on, a website or electronic communication network, including social networking sites.