

SOCIAL MEDIA USE

The Governing Board supports the expansion of technology systems to effectively meet student and staff needs in the 21st century. The Governing Board recognizes the value of social media and networking sites and emerging platforms for online collaboration and interaction to enhance communication; strengthen connections with students, parents/guardians, staff, and community members; and support student learning and staff development. The use of social media shall support the district's goals and focus areas and be coordinated with other district communication strategies.

(cf. 0200(a) – Goals/Focus Areas for the School District)

(cf. 1100 – Communication with the Public)

(cf. 1112 – Media Relations)

(cf. 1230 – Community Service Organizations)

(cf. 6020 – Parent Involvement)

(cf. 4131 – Staff Development)

Standards and Guidelines

The Superintendent or designee may establish standards and guidelines for the use of official district and district-sponsored social media to ensure the appropriate and responsible use of these tools and resources and compliance with law, Board policies and procedures.

(cf. 1100 – Communication with the Public)

(cf. 4040 – Employee Use of Technology)

(cf. 6020 – Parent Involvement)

Official school, district or department and district-sponsored online platform presences shall be authorized by the Superintendent or his designee.

Content

The Superintendent or his designee shall develop content guidelines for official district and district-sponsored online platform presences in accordance with the law and Board policy.

Official district and district-sponsored online platform presences shall not contain content that is obscene, libelous, slanderous, defamatory or proprietary, that constitutes bullying or that creates a clear and present danger of inciting students to commit unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.

SOCIAL MEDIA USE (continued)

Appropriate Use of Social Media and Networking Sites

Users of official district and district-sponsored online platform presences, including employees, shall conduct themselves in a respectful manner and adhere to standards of civility.

All users of official district and district-sponsored online platform presences are responsible for their communications and actions.

Employees and students shall comply with all policies, procedures and practices established by the Board in connection with the use of official district and district-sponsored online platform presences. Use of online platforms in violation of the law or Board policies may result in disciplinary action.

(cf. 4040 – Employee Use of Technology)
(cf. 6163.4 – Student Use of Technology)
(cf. 4119.21 and 4139.21 – Code of Ethics)
(cf. 5144.1 – Suspension and Expulsion/Due Process)
(cf. 5145.2 – Freedom of Speech/Expression)

Privacy

The Superintendent or designee shall ensure that official district and district-sponsored online platform presence content protects the privacy rights of students, parents/guardians, staff, Board members, and other individuals, as required by law.

(cf. 1340 – Access to District Records)
(cf. 4119.23/4219.23/4319.23 – Unauthorized Release of Confidential/Privileged Information)
(cf. 5022 – Student and Family Privacy Rights)
(cf. 5125 – Student Records)

Social media and networking sites and other online platforms shall not be used by district employees to transmit confidential information about students, employees, school or district operations.

(cf. 4119.23 – Unauthorized Release of Confidential/Privileged Information)
(cf. 5125 – Student Records: Confidentiality)

Phone numbers, home addresses, and/or email addresses of students and/or staff shall not be posted online without prior permission.

(cf. 5125.1 – Release of Directory Information)

SOCIAL MEDIA USE (continued)

Because of the wide accessibility of the Internet and potential risk to students, photographs and/or video of individual students shall not be published with names or other personally identifiable information without the permission of the students' parent/guardian. Photographs and/or video of groups of students at a school activity or event may be posted without parent/guardian permission, provided that individual students are not identifiable and students' names are not included.

Legal Reference:

EDUCATION CODE

48907 *Exercise of free expression; rules and regulations*

49073 *Release of directory information*

GOVERNMENT CODE

6254.21 *Publishing addresses and phone numbers of officials*

UNITED STATES CODE, TITLE 17

101-1101 *Federal copyright law*

UNITED STATES CODE, TITLE 20

1232g *Federal Family Educational Rights and Privacy Act (FERPA)*

UNITED STATES CODE, TITLE 29

157 *Employee Rights to engage in concerted, protected activity*

CODE OF FEDERAL REGULATIONS, TITLE 16

312.1-312.12 *Children's Online Privacy*

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 *Family Educational Rights and Privacy*