

Policy 1114: District-Sponsored Social Media

Status: DRAFT

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The Governing Board recognizes the value of technology such as social media platforms in promoting **to share district information with families and the community and promote** community involvement and collaboration: **in district decisions**. The purpose of any official district social media platform **account** shall be to further the district's vision and mission, **to** support student learning and staff professional development, and **to** enhance communication **and engagement** with students, parents/guardians **families**, staff, and community members. **The Superintendent or designee shall ensure that the content posted by the district on an official district social media account is accessible to individuals with disabilities.**

The Superintendent or designee shall develop content guidelines and protocols for official district social media platforms **accounts** to ensure **the public access**, appropriate and responsible use of these resources, and compliance with law, Board **board** policy, and **administrative** regulation.

Guidelines for Content

Official district social media platforms **accounts** shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites and allowing for public comment, the Board does **This policy is not intended** to create a limited **an open** public forum or otherwise guarantee an individual's right to free speech: **on any of the official district social media accounts even if one or more features on the account that permit interaction with and between members of the public are enabled.**

The Superintendent or designee shall ensure that the limited purpose of the official district social media platforms **accounts** is clearly communicated to users. Each site **account** shall contain a statement that specifies **specifying** the site's purposes along with a statement **of the account**, that users are expected to use the site **account shall only be used** for those **such** purposes. Each site shall also contain a statement that users are personally responsible for the content of their posts, **and any other user expectations or conditions as specified in the accompanying administrative regulation.**

Official district social media platforms **accounts** 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 **or otherwise engage with an official district social media account in a manner that violates board policies and administrative regulations** shall be subject to discipline in accordance with districts **such applicable** policies and administrative regulations.

Users of official district social media platforms **accounts, and anyone who posts, replies, or otherwise leaves a digital footprint on an official district social media account**, should be aware of the public nature and accessibility of social media and that **such** information posted **or left on an official district social media account** 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 To the extent practicable, 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 accounts.**

As it pertains to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, **as specified official district social media accounts shall operate in B accordance with Board Policy 1113 - District and School Web Sites, shall also apply to official district social media platforms. Websites.**

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.

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 board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

State References

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

Description

[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](#)

Federal References

17 USC 101-1101
 20 USC 1232g
 29 USC 157
 29 USC 794
 34 CFR 99.1-99.67

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

Management Resources References

Court Decision
 Court Decision
 Court Decision
 Court Decision
 Court Decision
 Court Decision
 Facebook Publication
 National Labor Relations Board Decision 18-CA-1908
 Website
 Website
 Website
 Website
 Website

Description

Lindke v. Freed (2024) 601 U.S. 187
 Aaris v. Las Virgenes Unified School District (1998) 64 Cal.App.4th 1112
 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
 Downs v. Los Angeles Unified School District (9th Cir. 2000) 228 F.3d 1003
[Facebook for Educators Guide, 2013](#)
 Sears Holdings, December 4, 2009
[Meta in Education](#)
[CSBA District and County Office of Education Legal Services](#)
[Facebook, privacy resources](#)
[California School Public Relations Association](#)
[CSBA](#)

Cross References

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 0410
 0440
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Description

[Vision](#)
[Nondiscrimination In District Programs And Activities](#)
[District Technology Plan](#)
[District Technology Plan](#)

Cross References**Description**

0510	School Accountability Report Card
1100	Communication With The Public
1112	Media Relations
1113	District And School Websites
1113	District And School Websites
1113-E(1)	District And School Websites
1160	Political Processes
1230	School-Connected Organizations
1230	School-Connected Organizations
1260	Educational Foundation
1312.3	Uniform Complaint Procedures
1312.3	Uniform Complaint Procedures
1312.3-E PDF(1)	Uniform Complaint Procedures
1312.3-E PDF(2)	Uniform Complaint Procedures
1325	Advertising And Promotion
3515.7	Firearms On School Grounds
3516	Emergencies And Disaster Preparedness Plan
3516	Emergencies And Disaster Preparedness Plan
4030	Nondiscrimination In Employment
4030	Nondiscrimination In Employment
4040	Employee Use Of Technology
4040-E PDF(1)	Employee Use Of Technology
4118	Dismissal/Suspension/Disciplinary Action
4118	Dismissal/Suspension/Disciplinary Action
4119.21	Professional Standards
4119.21-E(1)	Professional Standards
4119.23	Unauthorized Release Of Confidential/Privileged Information
4131	Staff Development
4132	Publication Or Creation Of Materials
4218	Dismissal/Suspension/Disciplinary Action
4218	Dismissal/Suspension/Disciplinary Action
4219.21	Professional Standards
4219.21-E PDF(1)	Professional Standards - Code Of Ethics Classified Employees
4219.23	Unauthorized Release Of Confidential/Privileged Information
4232	Publication Or Creation Of Materials
4319.21	Professional Standards
4319.21-E PDF(1)	Professional Standards
4319.23	Unauthorized Release Of Confidential/Privileged Information
4331	Staff Development
4332	Publication Or Creation Of Materials

Cross References**Description**

5022	Student And Family Privacy Rights
5022	Student And Family Privacy Rights
5125	Student Records
5125	Student Records
5125.1	Release Of Directory Information
5125.1	Release Of Directory Information
5125.1-E PDF(1)	Release Of Directory Information
5131	Conduct
5142.2	Safe Routes To School Program
5142.2	Safe Routes To School Program
5144	Discipline
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5144.1	Suspension And Expulsion/Due Process
5144.1	Suspension And Expulsion/Due Process
5145.2	Freedom Of Speech/Expression
5145.2	Freedom Of Speech/Expression
5145.3	Nondiscrimination/Harassment
5145.3	Nondiscrimination/Harassment
5145.7	Sex Discrimination and Sex-Based Harassment
5145.7	Sex Discrimination and Sex-Based Harassment
6020	Parent Involvement
6020	Parent Involvement
6145.5	Student Organizations And Equal Access
6145.5	Student Organizations And Equal Access
6162.6	Use Of Copyrighted Materials
6162.6	Use Of Copyrighted Materials
6163.4	Student Use Of Technology
6163.4-E PDF(1)	Student Use Of Technology
9010	Public Statements
9012	Board Member Electronic Communications