

Regulation 1114: District-Sponsored Social Media

Status: DRAFT

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Definitions

Social media means any online platform for collaboration, interaction, ~~or and~~ active participation, or that allows users to post content, including, but not limited to, social networking sites such as Instagram, TikTok, Facebook, X/Twitter, SnapChat, YouTube, and LinkedIn, ~~or blogs.~~

~~Official~~ An official district social media account is an account on a social media platform ~~is a site~~ authorized by the Superintendent or designee. ~~Sites~~ An account that ~~have not been~~ authorized by the Superintendent or designee but ~~that contain~~ contains content related to the district or comments ~~on~~ about district operations but that has not been created based on authorization or direction from the Superintendent or designee, such as ~~a site~~ an account created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal site, ~~are~~ account is not an official district social media account. ~~considered official district social media platforms.~~

Authorization for Official District Social Media Platforms

~~The Superintendent or designee shall authorize the development of any official district social media platform.~~ School-level employees such as ~~T~~ teachers and coaches shall obtain approval authorization from the school principal before creating an official ~~classroom or team~~ social media ~~account~~ platform.

Guidelines for Content

~~The Superintendent or designee shall ensure that official district social media platforms provide current information regarding district programs, activities, and operations, consistent with the goals and purposes of this policy and regulation.~~ Official district social media platforms ~~Each official district social media account~~ shall contain content that is useful and appropriate for all audiences.

~~The Superintendent or designee~~ District employees or agents in charge of posting or adding information to an official district social media account shall ensure that copyright laws are not violated in the use of material on official district social media ~~accounts~~ platforms.

The Superintendent or designee shall ensure that official district social media ~~account~~ platforms are regularly monitored. Staff members responsible for monitoring content may remove posts ~~or even suspend users from~~ interacting with the account ~~only~~ based on viewpoint-neutral considerations, such as lack of relation to the site's account's purpose or violation of ~~board policies or administrative regulations.~~ ~~the district's policy, regulation, or content guidelines.~~

Each official district social media ~~account~~ platform shall, as appropriate, prominently display a link to this regulation or a statement that includes Items # 1-10, below :

1. The purpose(s) of the ~~account~~, such as providing information to a class, school community, athletic team, or student club; engaging with the public regarding district decisions and Governing Board meetings; and sharing information regarding employment opportunities with the district. ~~site along with a statement that users are expected to use the site only for those intended purposes.~~
2. ~~Information on how to use the security settings of the social media platform.~~ Users shall use the site only for those intended purposes
3. ~~The account~~ A statement that the site is regularly monitored and ~~that~~ any inappropriate ~~post~~ interaction will be promptly removed, blocked or similarly addressed. ~~. Inappropriate interactions posts include but are not limited to, interaction~~ those that:
 - a. Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on ~~district school~~ premises, violation of ~~district or~~ school rules, or substantial disruption ~~to of the district or school's~~ orderly operation
 - b. Are not related to the stated purpose of the ~~account~~ site, including, but not limited

to, threats, comments of a commercial nature, political activity, and comments prohibited by board policies and administrative regulations that constitute discrimination or harassment

4. ~~Protocols for users, including expectations that users will~~ Users are expected to communicate in a respectful, courteous, and professional manner and are personally responsible for their use of the account.
5. ~~A statement that users are personally responsible for the content of their posts and that the~~ The district is not responsible for the content posted by other users or how other users interact with the account. ~~of external online platforms.~~
6. ~~A disclaimer that the~~ The views and comments expressed by other users on the account belong to site are those of the users and do not necessarily reflect the views of the district.
7. ~~A disclaimer that any~~ Any user's reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by the district.
8. The individual(s) to contact regarding violation of district guidelines on the use of official district social media accounts. ~~platforms.~~
9. ~~Violations may be reported to the appropriate social media platform, law enforcement, or other third parties, as appropriate.~~
10. ~~A user may be suspended from interacting with the account for one month upon three prior violations and for six months upon two prior one-month suspensions.~~

Appropriate Use by District Employees

District employees who participate in official district social media ~~accounts~~ ~~platforms~~ shall adhere to all applicable ~~board district~~ policies and ~~administrative regulations~~ ~~procedures~~, including, but not limited to, professional standards related to interactions with students.

When appropriate, employees ~~posting, replying, or otherwise interacting with the public outside of their~~ ~~professional duties or responsibilities on~~ ~~using~~ official district social media ~~accounts~~ ~~platforms~~ shall identify themselves by name and district title and include a disclaimer stating that the views and opinions expressed in their post are theirs alone and do not necessarily represent those of the district or school.

All staff shall receive information about appropriate use of the official district social media ~~accounts~~ ~~platforms~~.
