

Policy 1114: District-Sponsored Social Media

Status: DRAFT

Original Adopted Date: 07/01/2011 | Last Revised Date: 05/11/2022 | Last Reviewed Date: 05/11/2022

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, families parents/guardians, staff, and community members. The Superintendent or designer 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 accounts platforms to ensure public access, the appropriate and responsible use, of these resources and compliance with law, board Board policy, and administrative regulation.

Guidelines for Content

Official district social media accounts platforms 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 accounts platforms is clearly communicated to users. Each account site shall contain a statement specifying that specifies the site's purposes along with a statement of the account, that users are expected to use the site the 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 accounts 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 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 such applicable district policies and administrative regulations.

Users of official district social media accounts, and anyone who posts, replies, or otherwise leaves a digital footprint on an official district social media account, platforms 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 accounts platforms.

As it pertains Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, official district social media accounts shall operate in accordance with Board Policy as specified in BP 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.