

## **District-Sponsored Social Media Community Relations**

BP 1114(a)

The Governing Board recognizes the value of social media 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 shall be to further the district's vision and mission, to support student learning and staff professional development, and enhance communication and engagement with students, 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 to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and administrative regulation.

### **Guidelines for Content**

Official district social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. This policy is not intended to create 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 is clearly communicated to users. Each account shall contain a statement specifying the purposes of the account, that the account shall only be used for such purposes, and any other user expectations or conditions as specified in the accompanying administrative regulation.

Official district social media 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 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, 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.

### **Privacy**

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.

## **District-Sponsored Social Media Community Relations**

BP 1114(b)

As it pertains 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 1113 - District and School Websites,

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

### ***State***

Ed. Code 32260-32262: Interagency School Safety Demonstration Act of 1985

Ed. Code 35182.5: Contracts for advertising

Ed. Code 48900: Grounds for suspension or expulsion

Ed. Code 48907: Exercise of free expression; time, place, and manner rules and regulations

Ed. Code 48950: Speech and other communication

Ed. Code 49061: Definitions; directory information

Ed. Code 49073: Release of directory information

Ed. Code 60048: Commercial brand names, contracts or logos

Gov. Code 3307.5: Publishing identity of public safety officers

Gov. Code 54952.2: Brown Act; definition of meeting

Gov. Code 7920.000-7930.215: California Public Records Act

### ***Federal***

17 USC 101-1101: Federal copyright law

20 USC 1232g : Family Educational Rights and Privacy Act (FERPA) of 1974

29 USC 157: Employee rights to engage in concerted, protected activity

29 USC 794: Rehabilitation Act of 1973; Section 504

34 CFR 99.1-99.67: Family Educational Rights and Privacy

### ***Management Resources***

Court Decision: Lindke v. Freed (2024) 601 U.S. 187

Court Decision: Aaris v. Las Virgenes Unified School District (1998) 64 Cal.App.4th 1112

Court Decision: Board of Education, Island Trees Union Free School District, et.al. v. Pico (1982) 457 U.S. 853

Court Decision: Page v. Lexington County School District (2008, 4th Cir.) 531 F.3d 275

Court Decision: Perry Education Association v. Perry Local Educators' Association (1983) 460 U.S. 37

Court Decision: Downs v. Los Angeles Unified School District (9th Cir. 2000) 228 F.3d 1003

Facebook Publication: Facebook for Educators Guide, 2013

National Labor Relations Board Decision 18-CA-1908: Sears Holdings, December 4, 2009

Website: Meta in Education

Website: CSBA District and County Office of Education Legal Services

Website: Facebook, privacy resources

Website: California School Public Relations Association

Website: CSBA

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ORCUTT UNION SCHOOL DISTRICT  
Orcutt, CA