

**Regulation 1114: District-Sponsored Social Media**

Status: DRAFT

Original Adopted Date: 09/04/2018 | Last Reviewed Date: 09/04/2018

**Definitions**

*Social media* means any online platform for collaboration, interaction, and/or 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 that have not been authorized by the Superintendent or designee but that contain

**An account that 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 considered an 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: **Teachers account.**

**School-level employees such as teachers** and coaches shall obtain approval **authorization** from the **school principal** before creating an official classroom or team social media platform **account.**

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

**Guidelines for Content**

**Each official district social media account** shall contain content that is **useful and** appropriate for all audiences.

The Superintendent **District employees or agents in charge of posting** or designee **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 platforms **accounts.**

The Superintendent or designee shall ensure that official district social media platforms **accounts** 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 the district's policy, regulation, or content guidelines: **board policies or administrative regulations.**

Each official district social media platform **account** shall, **as appropriate**, prominently display: **The purpose of the site along with a link to this regulation or a statement that users are expected to 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**
2. **Users shall** use the site only for those intended purposes:
3. A statement that the site **The account** is regularly monitored and that any inappropriate post **interaction** will be promptly removed, **blocked, or similarly addressed.** Inappropriate posts **interactions** include those, **but are not limited to, interactions** that: Information on how to use the security settings of the social media platform:
  - a. Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on school **district** premises, violation of **district or** school rules, or substantial disruption **of to the district or** school's orderly operation
  - b. Are not related to the stated purpose of the site **account**, including, but not limited to, **threats**, comments of a commercial nature, political activity, and comments that constitute discrimination or

harassment prohibited by board policies and administrative regulations

4. Protocols for users, including expectations that users will **Users are expected to** communicate in a respectful, courteous, and professional manner. A statement that users **and** are personally responsible for the content of their posts and that **use of the account**
5. **The** district is not responsible for the content of external online platforms **posted by other users or how other users interact with the account**
6. A disclaimer that the **The** views and comments expressed **by other users** on the site **are account belong to** 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 platforms: **accounts**
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 platforms **accounts** shall adhere to all applicable district **board** policies and procedures **administrative regulations**, including, but not limited to, professional standards related to interactions with students.

When appropriate, employees using **posting, replying, or otherwise interacting with the public outside of their professional duties or responsibilities on** official district social media platforms **accounts** 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 platforms **accounts**.

**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**

	<b>Description</b>
Ed. Code 32260-32262	<a href="#">Interagency School Safety Demonstration Act of 1985</a>
Ed. Code 35182.5	<a href="#">Contracts for advertising</a>
Ed. Code 48900	<a href="#">Grounds for suspension or expulsion</a>
Ed. Code 48907	<a href="#">Exercise of free expression; time, place, and manner rules and regulations</a>
Ed. Code 48950	<a href="#">Speech and other communication</a>
Ed. Code 49061	<a href="#">Definitions; directory information</a>
Ed. Code 49073	<a href="#">Release of directory information</a>
Ed. Code 60048	<a href="#">Commercial brand names, contracts or logos</a>
Gov. Code 3307.5	<a href="#">Publishing identity of public safety officers</a>
Gov. Code 54952.2	<a href="#">Brown Act; definition of meeting</a>
Gov. Code 7920.000-7930.215	<a href="#">California Public Records Act</a>

**Federal References**

	<b>Description</b>
17 USC 101-1101	Federal copyright law
20 USC 1232g	Family Educational Rights and Privacy Act (FERPA) of 1974

**Federal References**

29 USC 157

29 USC 794

34 CFR 99.1-99.67

**Description**

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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**Description**[Vision](#)[Nondiscrimination In District Programs And Activities](#)[District Technology Plan](#)[District Technology Plan](#)[School Accountability Report Card](#)[Communication With The Public](#)[Media Relations](#)[District And School Websites](#)[District And School Websites](#)[District And School Websites](#)[Political Processes](#)[School-Connected Organizations](#)[School-Connected Organizations](#)[Educational Foundation](#)[Uniform Complaint Procedures](#)[Uniform Complaint Procedures](#)[Uniform Complaint Procedures](#)[Uniform Complaint Procedures](#)[Advertising And Promotion](#)

**Cross References****Description**

3515.7	<a href="#">Firearms On School Grounds</a>
3516	<a href="#">Emergencies And Disaster Preparedness Plan</a>
3516	<a href="#">Emergencies And Disaster Preparedness Plan</a>
4030	<a href="#">Nondiscrimination In Employment</a>
4030	<a href="#">Nondiscrimination In Employment</a>
4040	<a href="#">Employee Use Of Technology</a>
4040-E PDF(1)	<a href="#">Employee Use Of Technology</a>
4118	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4118	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4119.21	<a href="#">Professional Standards</a>
4119.21-E(1)	<a href="#">Professional Standards</a>
4119.23	<a href="#">Unauthorized Release Of Confidential/Privileged Information</a>
4131	<a href="#">Staff Development</a>
4132	<a href="#">Publication Or Creation Of Materials</a>
4218	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4218	<a href="#">Dismissal/Suspension/Disciplinary Action</a>
4219.21	<a href="#">Professional Standards</a>
4219.21-E PDF(1)	<a href="#">Professional Standards - Code Of Ethics Classified Employees</a>
4219.23	<a href="#">Unauthorized Release Of Confidential/Privileged Information</a>
4232	<a href="#">Publication Or Creation Of Materials</a>
4319.21	<a href="#">Professional Standards</a>
4319.21-E PDF(1)	<a href="#">Professional Standards</a>
4319.23	<a href="#">Unauthorized Release Of Confidential/Privileged Information</a>
4331	<a href="#">Staff Development</a>
4332	<a href="#">Publication Or Creation Of Materials</a>
5022	<a href="#">Student And Family Privacy Rights</a>
5022	<a href="#">Student And Family Privacy Rights</a>
5125	<a href="#">Student Records</a>
5125	<a href="#">Student Records</a>
5125.1	<a href="#">Release Of Directory Information</a>
5125.1	<a href="#">Release Of Directory Information</a>
5125.1-E PDF(1)	<a href="#">Release Of Directory Information</a>
5131	<a href="#">Conduct</a>
5142.2	<a href="#">Safe Routes To School Program</a>
5142.2	<a href="#">Safe Routes To School Program</a>
5144	<a href="#">Discipline</a>
5144	<a href="#">Discipline</a>
5144.1	<a href="#">Suspension And Expulsion/Due Process</a>
5144.1	<a href="#">Suspension And Expulsion/Due Process</a>
5145.2	<a href="#">Freedom Of Speech/Expression</a>

**Cross References**

	<b>Description</b>
5145.2	<a href="#">Freedom Of Speech/Expression</a>
5145.3	<a href="#">Nondiscrimination/Harassment</a>
5145.3	<a href="#">Nondiscrimination/Harassment</a>
5145.7	<a href="#">Sex Discrimination and Sex-Based Harassment</a>
5145.7	<a href="#">Sex Discrimination and Sex-Based Harassment</a>
6020	<a href="#">Parent Involvement</a>
6020	<a href="#">Parent Involvement</a>
6145.5	<a href="#">Student Organizations And Equal Access</a>
6145.5	<a href="#">Student Organizations And Equal Access</a>
6162.6	<a href="#">Use Of Copyrighted Materials</a>
6162.6	<a href="#">Use Of Copyrighted Materials</a>
6163.4	<a href="#">Student Use Of Technology</a>
6163.4-E PDF(1)	<a href="#">Student Use Of Technology</a>
9010	<a href="#">Public Statements</a>
9012	<a href="#">Board Member Electronic Communications</a>