

Board Policy Manual
Santa Rosa City Schools

Policy 1114: District-Sponsored Social Media

Status:
ADOPTED

Original Adopted Date: ~~06/28/2017~~07/01/2011 | **Last Revised Date:** 09/01/2024 |
Last Reviewed Date: ~~06/28/2017~~08/27/2025

~~The Board of Education recognizes the value of technology such as social media platforms in promoting~~

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 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 platform accounts to ensure the public access, appropriate and responsible use of these resources, and compliance with law, Board board policy, and regulation.¶

~~Guidelines for Content~~¶

~~administrative regulation.~~

Guidelines for Content

Official district social media platform 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 not intend~~ 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 the site's purposes along with a statement that users are expected to use the site only for those purposes. Each site shall also contain a statement that users are personally responsible for the content of their posts.¶

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~~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 ~~district~~such applicable policies and ~~administrative~~regulations.¶

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.~~¶

Employees are to maintain professional relationships with students at all times in accordance with policies 4119.21, Professional Standards. The use of electronic media for communicating with students and parents is an extension of the employee's workplace responsibilities. Accordingly, the board expects employees to use professional judgment when using social media or other electronic communications and to comply with the following.

1. All electronic communications with students who are currently enrolled in the school must be school-related and within the scope of the employees' professional responsibilities, unless otherwise authorized by this policy or policy 4119.21, Professional Standards.
2. School employees may use only school-controlled social media or approved videoconferencing platforms to communicate directly with current students about school-related matters. (For expectations regarding communication with students through video-conferencing platforms or other forms of electronic communication, e.g., email or texts, see policy 4119.21, Professional Standards.)
3. Employees are prohibited from knowingly communicating with current students through personal social media without parental permission. An Internet posting on a personal social media website intended for a particular student will be considered a form of direct communication with that student in violation of this policy

Privacy

The 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 ~~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 in BP 1113 – District and School Web Sites, shall also apply to official district social media platforms.~~

~~Social media and networking sites~~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.

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

State	Description
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	Description
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

Description

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](#)

Cross References

Code	Description
0000	Vision
0000	Vision
0410	Nondiscrimination In District Programs And Activities
0440	District Technology Plan
0440	District Technology Plan
0510	School Accountability Report Card
1100	Communication With The Public
1112	Media Relations
1113	District And School Websites
1113	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
1325	Advertising And Promotion
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	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 PDF(1)	Professional Standards
4119.23	Unauthorized Release Of Confidential/Privileged Information
4131	Staff Development
4131	Staff Development
4132	Publication Or Creation Of Materials
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
4231	Staff Development
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
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
5131 E PDF(1)	Conduct - Elementary Plan
5144	Discipline
5144	Discipline
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	Sexual Harassment
5145.7	Sexual Harassment
6020	Parent Involvement
6020	Parent Involvement
6020-E PDF(1)	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

Code	Description
0000	<u>Vision</u>
0410	<u>Nondiscrimination In District Programs And Activities</u>
0440	<u>District Technology Plan</u>
0441	<u>Artificial Intelligence</u>
0510	<u>School Accountability Report Card</u>
0510	<u>School Accountability Report Card</u>
1100	<u>Communication With The Public</u>
1112	<u>Media Relations</u>
1113	<u>District And School Websites</u>
1113	<u>District And School Websites</u>
1113-E(1)	<u>District And School Websites</u>
1160	<u>Political Processes</u>
1230	<u>School-Connected Organizations</u>
1230	<u>School-Connected Organizations</u>

1260	<u>Educational Foundation</u>
1312.3	<u>Uniform Complaint Procedures</u>
1312.3	<u>Uniform Complaint Procedures</u>
1312.3-E(1)	<u>Uniform Complaint Procedures</u>
1312.3-E(2)	<u>Uniform Complaint Procedures</u>
1325	<u>Advertising And Promotion</u>
3515.7	<u>Firearms On School Grounds</u>
3516	<u>Emergencies And Disaster Preparedness Plan</u>
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4030	<u>Nondiscrimination In Employment</u>
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5125.1-E(1)	<u>Release Of Directory Information</u>
5131	<u>Conduct</u>
5142.2	<u>Safe Routes To School Program</u>
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6163.4	<u>Student Use Of Technology</u>
6163.4-E(1)	<u>Student Use Of Technology</u>
9010	<u>Public Statements</u>
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