

Regulation 1114: District-Sponsored Social Media

Status: DRAFT

Original Adopted Date: Pending

Definitions

Social media means any online platform for collaboration, interaction, 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.

An official district social media account is an account on a social media platform authorized by the Superintendent or designee.

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

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

Guidelines for Content

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

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.

The Superintendent or designee shall ensure that official district social media 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 account's purpose or violation of board policies or administrative regulations.

Each official district social media account 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
2. Users shall use the site only for those intended purposes
3. The account is regularly monitored and any inappropriate interaction will be promptly removed, blocked, or similarly addressed. Inappropriate interactions include, but are not limited to, interactions 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 premises, violation of district or school rules, or substantial disruption to the district or school's orderly operation
 - b. Are not related to the stated purpose of the account, including, but not limited to, threats, comments of a commercial nature, political activity, and comments prohibited by board policies and administrative regulations
4. Users are expected to communicate in a respectful, courteous, and professional manner and are personally responsible for their use of the account
5. The district is not responsible for the content posted by other users or how other users interact with the account
6. The views and comments expressed by other users on the account belong to those users and do not

necessarily reflect the views of the district

7. 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
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 shall adhere to all applicable board policies and administrative regulations, 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 official district social media 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 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

Ed. Code 32260-32262

Ed. Code 35182.5

Ed. Code 48900

Ed. Code 48907

Ed. Code 48950

Ed. Code 49061

Ed. Code 49073

Ed. Code 60048

Gov. Code 3307.5

Gov. Code 54952.2

Gov. Code 7920.000-7930.215

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[Contracts for advertising](#)

[Grounds for suspension or expulsion](#)

[Exercise of free expression; time, place, and manner rules and regulations](#)

[Speech and other communication](#)

[Definitions; directory information](#)

[Release of directory information](#)

[Commercial brand names, contracts or logos](#)

[Publishing identity of public safety officers](#)

[Brown Act; definition of meeting](#)

[California Public Records Act](#)

Federal References

17 USC 101-1101

20 USC 1232g

29 USC 157

29 USC 794

34 CFR 99.1-99.67

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Federal copyright law

Family Educational Rights and Privacy Act (FERPA) of 1974

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
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 Court Decision
 Facebook Publication
 National Labor Relations Board Decision 18-CA-1908
 Website
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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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