

Policy 1114: District-Sponsored Social Media

Status: DRAFT

Original Adopted Date: Pending

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 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, 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 accounts to ensure public access, appropriate and responsible use, and compliance with law, board policy, and administrative regulation.

Guidelines for Content

Official district social media accounts 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 official district social media accounts 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 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 such applicable policies and 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.

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.

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

Description

[Interagency School Safety Demonstration Act of 1985](#)

State References

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

Federal References

17 USC 101-1101
 20 USC 1232g
 29 USC 157
 29 USC 794
 34 CFR 99.1-99.67

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
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Cross References

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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](#)

Description

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

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](#)

Description

[Vision](#)
[Vision](#)
[Vision](#)
[Nondiscrimination In District Programs And Activities](#)
[School Accountability Report Card](#)

Cross References

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[Communication With The Public](#)
[Communication With The Public](#)
[Media Relations](#)
[District And School Websites](#)
[District And School Websites](#)
[Political Processes](#)
[School-Connected Organizations](#)
[School-Connected Organizations](#)
[Educational Foundation](#)
[Uniform Complaint Procedures](#)
[Uniform Complaint Procedures](#)
[Advertising And Promotion](#)
[Advertising And Promotion](#)
[Emergencies And Disaster Preparedness Plan](#)
[Emergencies And Disaster Preparedness Plan](#)
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[Nondiscrimination In Employment](#)
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Description[Publication Or Creation Of Materials](#)[Student Records](#)[Student Records](#)[Release Of Directory Information](#)[Release Of Directory Information](#)[Conduct](#)[Discipline](#)[Discipline](#)[Suspension And Expulsion/Due Process](#)[Suspension And Expulsion/Due Process](#)[Freedom Of Speech/Expression](#)[Freedom Of Speech/Expression](#)[Nondiscrimination/Harassment](#)[Nondiscrimination/Harassment](#)[Sex Discrimination and Sex-Based Harassment](#)[Sex Discrimination and Sex-Based Harassment](#)[Parent Involvement](#)[Parent Involvement](#)[Student Organizations And Equal Access](#)[Student Organizations And Equal Access](#)[Student Organizations And Equal Access](#)[Use Of Copyrighted Materials](#)[Use Of Copyrighted Materials](#)[Student Use Of Technology](#)[Student Use Of Technology](#)[Public Statements](#)