

Fullerton School District

Board Policy

Social Media Policy

BP 1114

Community

The Governing Board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official District social media platform shall be to further the District's vision and mission, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members. It is expected that District employees will conduct themselves in a respectful, courteous, and professional manner.

The Superintendent or designee shall develop content guidelines and protocols for official social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Guidelines for Content

Social media sites, which are overseen by a District employee (including, but not limited to Facebook, Twitter, Instagram, blogs) shall be used only for their stated purpose 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 to create a limited public forum or otherwise guarantee an individual's right to free speech.

The Superintendent or designee shall ensure that the limited purpose of the official District social media platforms is clearly communicated to users. Each site 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.

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.

Official District social media platforms may not contain content that endorses or urges support or defeat of a particular political party, candidate, ballot measure, or political position.

Staff or students who post prohibited content shall be subject to discipline in accordance with District policies and administrated regulations.

Social media platforms for personal use which are created by students, employees, or other individuals may sometimes include discussion of District-related issues. These discussions are not sponsored by the District; the District assumes no responsibility for content that is posted on a personal site. Use of the District logo or seal on any personal social media platform is prohibited.

Employees are prohibited from engaging in personal online social networking during working hours.

Users of official District social media platforms should be aware of the public nature and accessibility of social media and that information posted 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.

Privacy

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 to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, as specified in Board Policy 1113—District and School Web Sites, shall also apply to official District social media platforms.

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

Legal Reference:

EDUCATION CODE

7054 Use of District Property

7055 Local Agency Rules

32261 School safety, definitions of bullying and electronic act

35182.5 Contracts for advertising

48900 Grounds for suspension and expulsion

48907 Exercise of free expression; rules and regulations

48950 Speech and other communication

49061 Definitions, directory information

49073 Release of directory information

60048 Commercial brand names, contracts, or logos

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

6250 – 6270 Public Records Act, especially:

6254.21 – Publishing address and phone numbers of officials

6254.24 – Definition of public safety official

54952.2 – Brown Act, definition of meeting

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

1232g Federal Family Educational Rights and Privacy Act

UNITED STATES CODE, TITLE 29

157 Employee rights to engage in concerted, protected activity

794 Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and Privacy

COURT DECISIONS

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

Downs v Los Angeles Unified School District, (2000) 228 F.3d 1003

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

Perry Education Association v. Perry Local Educators' Association, (1983) 460 U. S. 37

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

NATIONAL LABOR RELATIONS BOARD DECISIONS

18-CA-19081 Sears Holdings, December 4, 2009

Management Resources:
FACEBOOK PUBLICATIONS
Facebook for Educators Guide, 2011

WEBSITES

CSBA: <http://www.csba.org>

California School Public Relations Association: <http://www.calspra.org>

Facebook in Education: <http://www.facebook.com/education>

Facebook for Educators: <http://facebookforeducators.org>

Facebook, privacy resources: <http://www.facebook.com/fbprivacy>

Issued: 5/3/2017