

**SCOE-Sponsored Social Media**

The Solano County Office of Education (SCOE) recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official social media platform shall be to further SCOE's vision, mission, and goals support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members.

The County Superintendent or designee shall develop content guidelines and protocols for official SCOE social media platforms to ensure the appropriate and responsible use of these resources as well as compliance with the law and SCOE's policies.

**Definitions**

*Social media* means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn, or blogs.

*Official SCOE 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 content related to SCOE or comments on SCOE operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal site, are not considered official SCOE social media platforms.

**Guidelines for Content**

Official SCOE social media platforms shall be used only for their stated purposes and in a manner consistent with this policy. By creating these official sites and allowing for public comment, SCOE 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 SCOE 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 SCOE 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.

Staff members who post prohibited content shall be subject to discipline in accordance with the law and SCOE's policies.

Users of official SCOE 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. SCOE expects users to conduct themselves in a respectful, courteous, and professional manner and Board Members to use social media platforms carefully so as not to violate the Brown Act.

**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 SCOE social media platforms.

SCOE policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, as specified in Policy #1113 – SCOE Websites, shall also apply to official SCOE social media platforms.

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

Authorization for Official SCOE Social Media Platforms

The Superintendent or designee shall authorize the development of any official SCOE social media platform. Teachers and coaches shall obtain approval from the principal before creating an official classroom or team social media platform.

Guidelines for Content

The Superintendent or designee shall ensure that official SCOE social media platforms provide current information regarding SCOE's programs, activities, and operations, consistent with the goals and purposes of this policy. Official SCOE social media platforms shall contain content that is appropriate for all audiences.

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on official SCOE social media platforms.

The Superintendent or designee shall ensure that official SCOE social media platforms are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations, such as lack of relation to the site's purpose or violation of SCOE's policy or content guidelines.

Each official SCOE social media platform shall prominently display:

1. The purpose of the site along with a statement that users are expected to use the site only for those intended purposes
2. Information on how to use the security settings of the social media platform
3. A statement that the site is regularly monitored and that any inappropriate post will be promptly removed. Inappropriate posts include those that:
  - a. Are obscene, libelous, or so incite 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
  - b. Are not related to the stated purpose of the site, including, but not limited to, comments of a commercial nature, political activity, and comments that constitute discrimination or harassment
4. Protocols for users, including expectations that users will communicate in a respectful, courteous, and professional manner
5. A statement that users are personally responsible for the content of their posts and that SCOE is not responsible for the content of external online platforms
6. A disclaimer that the views and comments expressed on the site are those of the users and do not necessarily reflect the views of SCOE or its staff
7. A disclaimer that any user's reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by SCOE

8. The individual(s) to contact regarding violation of SCOE guidelines on the use of official SCOE social media platforms

SCOE employees who participate in official SCOE social media platforms shall adhere to all applicable SCOE policies and procedures, including, but not limited to, professional standards related to interactions with students.

When appropriate, employees using official SCOE social media platforms shall identify themselves by name and position 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 SCOE or the school.

All staff shall receive information about appropriate use of the official SCOE social media platforms.

Legal Reference:

EDUCATION CODE

- 32261 School safety, definitions of bullying and electronic act
- 35182.5 Contracts for advertising
- 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 addresses 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 (FERPA)

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

Policy Cross-Reference:

- 0000 Vision
- 0410 Nondiscrimination in Programs and Activities
- 0440 Technology Plan
- 0510 School Accountability Report Card
- 1100 Communication with the Public
- 1112 Media Relations
- 1113 SCOE Website
- 1160 Political Processes
- 1230 School-Connected Organizations
- 1260 Educational Foundations
- 1325 Advertising and Promotion
- 1340 Access to District Records
- 4040 Employee Use of Technology
- 4118 Dismissal/Suspension/Disciplinary Action
- 4119.21 Professional Standards
- 4119.23 Unauthorized Release of Confidential/Privileged Information
- 4131 Staff Development
- 4132 Publication or Creation of Materials
- 5022 Student and Family Privacy Rights
- 5125 Student Records
  - 5125.1 Release of Directory Information
- 5131 Conduct
  - 5144 Discipline
    - 5144.1 Suspension and Expulsion/Due Process
    - 5145.2 Freedom of Speech/Expression
- 6020 Parent Involvement
- 6162.6 Use of Copyrighted Materials