

SUBJECT: DISTRICT AUTHORIZED SOCIAL MEDIA

ORIGINATING OFFICE: ASSISTANT SUPERINTENDENT, CURRICULUM & INSTRUCTION

EFFECTIVE: DECEMBER 8, 2015

REVISED:

1. General Statement of Policy

Roseville Joint Union High School District recognizes and supports the value of social media and the benefits for extending and enhancing the educational program of the school district. The use of any District authorized social media sites shall be for the purpose of furthering the District's mission, communicating the District's messages and shall be used only for their stated purposes and in the manner consistent with this policy and the District's mission and goals ("District Social Media"). The same laws, professional expectations and guidelines for interacting with students, parents and other District constituents apply to the use of District Social Media. Employees are responsible for any content they post on District Social Media.

2. Applicability of Policy

This Policy applies to all District Social Media which shall be used only for their stated District purposes and in a manner consistent with the policy and applicable law. By creating District Social Media sites and allowing for public comment, the District does not intend to create a limited or open public forum or otherwise guarantee an individual's right to free speech. Each District Social Media site shall include a statement of the site's purpose and that the site is to be used only for the stated purpose.

3. Prohibited Use of District Social Media

District Social Media shall not be used to communicate content that is obscene, libelous, or incites students to create a clear and present danger of the commission of unlawful acts on District premises, violation of District policies, rules, or regulations, substantial disruption of the District's orderly operation, or violation of state or federal laws or regulations. Staff or students who post prohibited content shall be subject to discipline in accordance with District policies, rules and regulations.

4. Rules

a. Protect District Confidential Information and Private Information

Use of District Social Media sites shall be consistent with other District policies concerning the protection of pupil information and records as well as the protection of District confidential information. District Social Media sites shall not be used to transmit confidential information about District students, employees or District operations.

- b. Comply with Intellectual Property Laws.**
Any use of the District's logos must have prior approval from the Superintendent or designee. When posting, be aware of the copyright, trademark and other intellectual property rights of others and of the District and do not post content in violation of such laws.
- c. Comply with Terms of Service.**
All users of District Social Media sites are subject to the terms, policies, laws and regulations governing the social media platform, media, software, devices or networks.
- d. Adhere to District Board Policies, Regulations and Rules.**
Employee and student use of District Social Media sites must adhere to all District Board policies, regulations and rules. The failure to comply with such policies, regulations and rules could subject employees and students to discipline.

5. Responsibility

Overall responsibility for complying with and administering this Policy for District Social Media lies with the Superintendent or designee. Changes to this Policy shall be approved by the District Board. The Superintendent or designee shall establish procedures and content guidelines for the administration and use of District Social Media to ensure appropriate and responsible use of these resources and compliance with District policies and procedures and all applicable federal and states laws and regulations.

Legal Reference:

EDUCATION CODE

- 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
- 49073.1 Contracts for digital storage, management, and retrieval of pupil records
- 60048 Commercial brand names, contracts or logos

GOVERNMENT CODE

- 3307.5 Publishing identity of public safety officers
- 6250-6270 Public Records Act,
- 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

- 101-1332 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

WEB SITES

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

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

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