

County Office Sponsored Social Media

Community Relations

The County Superintendent 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 Yuba County Office of Education's vision and mission, 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 social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, policy, and regulation.

Guidelines for Content

Official social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites and allowing for public comment, the County Superintendent does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech.

The County Superintendent or designee shall ensure that the limited purpose of the official 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 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 or students who post prohibited content shall be subject to discipline in accordance with policy and administrative regulations.

Users of official 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 County Superintendent expects users to conduct themselves in a respectful, courteous, and professional manner.

Privacy

The County Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official social media platforms.

Superintendent's policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, shall also apply to official social media platforms.

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

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

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

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

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 social media platform is a site authorized by the County Superintendent or designee. Sites that have not been authorized by the County Superintendent or designee but that contain content related to Yuba County Office of Education or comments on 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 social media platforms.

Authorization for Official Social Media Platforms

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

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

The County Superintendent or designee shall ensure that official 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 policy, regulations, or content guidelines.

Each official 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 Yuba County Office of Education 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 not necessarily the views of Yuba County Office of Education.
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 Yuba County Office of Education.
8. The individual(s) to contact regarding violation of guidelines on the use of official social media platforms.

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

When appropriate, employees using official social media platforms shall identify themselves by name and 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 county office or school.

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