

BP 1114 Social Media

The Etiwanda School District recognizes the importance of social media as an effective communication method to inform the public about issues impacting public education and services provided by the District. The District uses social media platforms, at its sole discretion, to further the District's vision and mission, communicate with students, parents/guardians, staff and community members, build community collaborations, promote learning and professional development, and create awareness. The District is committed to supporting responsible use of the Internet and social media as a tool for sharing information and resources, and building knowledge.

Official District social media platforms are operated by the District for the purpose of communicating the District's messages, and shall be used only for their stated purposes and in a manner consistent with this policy and the mission and goals of the District. In using social media, the District does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech. All official District-authorized communication through social media platforms shall comply with District policies and regulations, and be in accordance with the District's Acceptable Use Rules and Regulations.

The Superintendent or designee shall establish procedures and content guidelines for the administration and use of District-authorized social media to ensure appropriate and responsible use of these resources and compliance with District policies and procedures, and all federal and state laws and regulations.

Privacy

The Superintendent or designee shall aim to protect the privacy rights of students, parents/guardians, employees, and other individuals in connection with official District social media platforms.

The District's 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, School and Teacher Websites, shall also apply to official District social media platforms.

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

All posted content is subject to the California Public Records Act. All users of the District's social media pages are also subject to any terms, policies, laws or regulations governing the social media website, platform, media, software, devices, or networks.

Authorized Social Media Pages

The District's Internet home page, located at www.etiwanda.k12.ca.us, contains links to District-approved social media pages which are authorized and administered by the Superintendent or designee. The Superintendent or designee has the discretion and right to temporarily or permanently disable, alter settings of, or shut down any social media pages at any time and for any reason.

Social media pages that have not been authorized by the Superintendent or designee and that contain posts, links, or comments related to or about the District, such as a site created by a parent-teacher organization, or other similar organization, or by an individual student or employee, are not administered by the District. The District is not responsible for any such social media pages or content.

The Superintendent may determine whether District social media sites or pages will permit "posting" of content by outside users. District-approved social media pages need not accept posts by any user other than an authorized District Content Publisher. This determination shall be made in the best interests of the District and the educational program.

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Applicable Rules and Responsibilities

All users of the District's social media platforms must adhere to the District's Acceptable Use Agreements, Board policies, and any applicable administrative regulations.

District employees and students who violate the Acceptable Use Agreements, Board policies, or administrative regulations governing the District's social media pages may be subject to discipline.

If District-approved sites allow posting of content by other users, such content does not reflect the opinions of or an endorsement by the District, and the District is not responsible for such content. Users are fully responsible for the content they post on any of the District's social media pages.

The District does not regularly review or monitor all content. However, the District reserves the right to block or remove any content from its social media pages at any time without prior notice if the District deems the content to be inappropriate for students or to violate any agreements, terms, policies, procedures, or regulations established by the District or the social media provider; or whenever the District deems it is in its best interest to do so. For example, the District may block or remove content it deems threatening, profane, obscene, a violation of intellectual property rights or privacy laws, off-topic, commercial or promotional of organizations or programs not related to or affiliated with the District, illegal, or otherwise injurious to minors or the educational program.

Content injurious to a minor includes, but is not limited to content that violates District Board policies and administrative regulations. Specifically, users are prohibited from posting content that:

1. Supports or opposes political campaigns or ballot measures;
2. Contains profanity;
3. Is obscene according to current legal definitions;
4. Is libelous according to current legal definitions;
5. Incites students or expresses or advocates unlawful prejudice so as to create a clear and present danger of imminent commission of unlawful acts on school premises or of the violation of lawful school regulations of the substantial disruption of the orderly operation of the school;
6. Promotes or encourages student attacks, assaults, bullying, cyberbullying, intimidation, hazing or initiation activity, extortion, or any other verbal, written, or physical conduct that causes or threatens to cause violence or bodily harm to any District students or employees;
7. Promotes illegal activity or any behavior that provokes confrontation, violence, or material disruption of the school environment;
8. Encourages behavior or expresses statements that degrade, intimidate, harass, or harm any individual or group, especially on the basis of actual or perceived sexual orientation, gender, gender identity, gender expression, marital/parental status, ethnic group identification, race, ancestry, national origin, religion, color, mental/physical disability, age, or genetic information, or association with a person or group with one or more of these actual or perceived characteristics;
9. Contains information that may compromise the safety or security of District employees or students, the public or public systems; or

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10. Violates federal, state, or local laws.

Staff or students who post prohibited content may be subject to discipline in accordance with District policies and procedures.

Public Nature of Communications

By submitting content to any of the District's social media pages, users understand and acknowledge this information is available to the public. The District may use this information for internal and external purposes, and other users may use posted information in ways beyond the District's control. Users who do not wish to have the information used, published, copied, or reprinted, should not post on the social media pages.

Content Guidelines

Each site shall contain a statement that specifies the site's purpose along with a statement that users are expected to use the site for only those purposes. Each site shall also contain a statement that users are personally responsible for the content of their posts.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

The District reserves the right to restrict or remove any content that is deemed to violate this social media policy or any applicable law.

Board Approved:

April 2, 2015

July 19, 2012

Effective Date: July 19, 2012