

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS
FRESNO COUNTY BOARD OF EDUCATION

Community Relations
SPONSORED SOCIAL MEDIA

The County Superintendent and County Board recognize the value of social media to share information with families and the community and to promote community involvement and collaboration. The purpose of any official social media account sponsored by the County Superintendent and/or County Board shall be to further the vision and mission of the County Superintendent and County Board, support student learning and staff professional development, and enhance communication with students, parents/guardians, County Superintendent staff, and community members.

The County Superintendent or designee may develop content guidelines and protocols for official social media accounts to ensure the appropriate and responsible use of these resources and compliance with law, County Superintendent and County Board policy, and County Superintendent administrative regulations.

Guidelines for Content

Official social media accounts shall be used only for their stated purposes and in a manner consistent with this policy and County Superintendent Administrative Regulation 1114. This policy is not intended to create an open or limited public forum or otherwise guarantee an individual's right to free speech on any of the official social media accounts authorized by the County Superintendent or County Board even if one or more features on the account that permit interaction with and between members of the public are enabled.

The County Superintendent or designee shall ensure that the limited purpose of the official social media accounts is clearly communicated to users. Each account shall contain a statement specifying the purpose of the account, that the account shall only be used for such purposes, and any other user expectations or conditions as specified in the accompanying administrative regulation.

Official social media accounts 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.

Students enrolled at County Superintendent-operated schools or County Superintendent employees who post prohibited content, or otherwise engage with an official social media account in a manner that violates County Superintendent and County Board policies or County Superintendent policies or administrative regulations shall be subject to discipline in accordance with such applicable policies and administrative regulations.

Users of official social media accounts, and anyone who posts, replies, or otherwise leaves a digital footprint on an official social media account, should be aware of the public nature and accessibility of social media and that such information posted or left on an official social media account may be considered a public record subject to disclosure under the Public Records Act. The County Superintendent and County Board expect users to conduct themselves in a respectful, courteous, and professional manner.

**FRESNO COUNTY SUPERINTENDENT OF SCHOOLS
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The County Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, County Superintendent staff, County Board members, and other individuals are not violated by official social media accounts.

County Superintendent and County Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, as specified in County Superintendent and Board Policy No. 1113 - Web Sites shall also apply to official social media accounts.

Social media and other online platforms shall not be used by County Superintendent employees to transmit confidential information about students, employees, or County Superintendent or County Board operations.

Adopted: 11/15/2012

Amended: 10/18/2018, 11/21/2024

Legal ReferenceEducation 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

7920.000-7930.170 California Public Records Act

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

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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

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

Facebook in Education: <https://www.facebook.com/MetaforEducation>

Facebook for Educators: <https://popularitybazaar.com/blog/facebook-educators-guide/>

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