

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 technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official social media platform 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 platforms to ensure the appropriate and responsible use of these resources and compliance with law, County Superintendent and County Board policy, and County Superintendent administrative 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 County Superintendent Administrative Regulation 1114. By creating these official sites and allowing for public comment, the County Superintendent and County Board do 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.

Students enrolled at County Superintendent-operated schools or County Superintendent employees who post prohibited content shall be subject to discipline in accordance with County Superintendent and County Board policies or County Superintendent policies, and County Superintendent 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 and County Board expect 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, County Superintendent staff, County Board members, and other individuals

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are protected on official social media platforms.

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 platforms.

Social media and networking sites 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

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
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

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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

CSBA: <http://www.csba.org>

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

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

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

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