

## FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

**Community Relations  
SPONSORED SOCIAL MEDIA**Definitions

Social media means any online platform for collaboration, interaction, and active participation, or that allows users to post content, including, but not limited to, social networking sites such as Instagram, TikTok, Facebook, X/Twitter, SnapChat, YouTube, and LinkedIn.

An official social media account is an account on a social media platform authorized by the County Superintendent or designee, or the County Board. Accounts that have not been authorized by the County Superintendent or designee or the County Board but that contain content related to the County Superintendent or County Board or comments on operations of the County Superintendent or County Board, such as an account created by a parent-teacher organization, booster club, or other school-connected organization, or a student's or County Superintendent employee's personal account, are not considered official social media accounts.

Authorization for Official Social Media Accounts

The County Superintendent or designee may authorize the development of any official social media account for the County Superintendent. County Superintendent teachers and staff shall obtain approval from the County Superintendent or designee before creating an official classroom or student group social media account.

The County Board or designee may authorize the development of any official social media account for the County Board.

Guidelines for Content

The County Superintendent or designee shall ensure that official social media accounts provide current information regarding programs, activities, and operations of the County Superintendent and County Board, are consistent with the goals and purposes of the County Superintendent and County Board policies and County Superintendent policies and administrative regulations. Official social media accounts 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 materials posted on behalf of the County Superintendent or County Board on official social media accounts.

The County Superintendent or designee shall ensure that official social media accounts are regularly monitored. County Superintendent staff responsible for monitoring content may remove posts or suspend users from interacting with the account only based on viewpoint-neutral considerations, such as lack of relation to the account's purpose or violation of County Superintendent's and County Board's policies, or County Superintendent policies, administrative regulations or content guidelines.

Each official social media account shall, as appropriate, prominently display:

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1. The purpose of the account.
2. A statement that users are expected to use the account only for the intended purposes.
3. A statement that the account is regularly monitored and that any inappropriate post will be promptly removed, blocked, or similarly addressed. Inappropriate interactions include, but are not limited to, interactions 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 account, including, but not limited to, threats, comments of a commercial nature, political activity, and comments prohibited by County Superintendent and County Board policies and County Superintendent administrative regulations.
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 use of the account and that the County Superintendent and County Board are not responsible for the content posted by other users or how other users interact with the account.
6. A disclaimer that the views and comments expressed by other users on the account belong to those users and do not necessarily reflect the views of the County Superintendent or County Board.
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 the County Superintendent or County Board.
8. The individual(s) to contact regarding violation of County Superintendent guidelines on the use of official social media accounts.
9. A statement that violations may be reported to the appropriate social media platform, law enforcement, or other third parties, as appropriate.

County Superintendent employees who participate in official social media accounts shall adhere to all applicable County Superintendent and County Board policies, and County Superintendent policies and administrative regulations, including, but not limited to professional standards related to interactions with students.

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

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