
FRESNO COUNTY SUPERINTENDENT OF SCHOOLS**Community Relations
SPONSORED SOCIAL MEDIA**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, You Tube, Linked In, or blogs.

An official social media platform is a site authorized by the County Superintendent or designee, or the County Board. Sites 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 a site created by a parent-teacher organization, booster club, or other school-connected organization, or a student's or County Superintendent employee's personal site, are not considered official social media platforms.

Authorization for Official Social Media Platforms

The County Superintendent or designee may authorize the development of any official social media platform 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 platform.

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

Guidelines for Content

The County Superintendent or designee shall ensure that official social media platforms 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 policy and County Superintendent administrative regulations. 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 materials on official social media platforms.

The County Superintendent or designee shall ensure that official social media platforms are regularly monitored. County Superintendent staff 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 County Superintendent's and County Board's policy, or County Superintendent administrative regulation 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.

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2. Information on how to use the security settings of the 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 the County Superintendent 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 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 platforms.

County Superintendent employees who participate in official social media platforms 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.

When appropriate, County Superintendent employees using official 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 Superintendent or County Board.

Adopted: 10/18/2018