

Community Relations – Communication with the Public

District-Sponsored Social Media

Glendale Unified encourages the use of social media to further the district’s mission and goals, where appropriate. The district has an overriding interest and expectation in deciding what is “spoken” on behalf of the district on social media sites. This Administrative Regulation establishes guidelines for the use of social media.

Social media means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Instagram, Twitter, YouTube, LinkedIn, or blogs. Due to the evolving nature of social media outlets, the district reserves the right to accommodate its use of different networks when deemed necessary. The standard of policies and procedures that apply to current social media platforms shall also apply to all other future social media forms of communication.

Official district or school social media platforms are sites authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the district or comments on district operations, such as a site created by a parent-teacher organization, booster club, or other school-connected organization, or a student's or employee's personal site, are not considered official district or school social media platforms.

General

The Superintendent or designee shall authorize the development of any official district or school social media site. Teachers and coaches shall obtain approval from the principal before creating an official classroom or team social media site.

The Communications/Public Information Office will maintain a list of all official district and school social media sites. Department or school staff will request authorization from the Communications/Public Information Office for any new department or school social media sites and inform the Communications/Public Information Office of administrative changes to existing sites.

The Superintendent or designee must be able to edit immediately or remove content from official district or school social media sites.

All official district and school social media sites will be set up in conjunction with a district email account.

Guidelines for Content

The Superintendent or designee shall ensure that official district and school social media sites provide current information regarding district programs, activities, and operations, consistent with

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the goals and purposes of this policy and regulation. Official district and school social media sites shall contain content that is appropriate for all audiences.

District and school websites will remain the district's primary and predominant internet presence.

The best, most appropriate uses of social media tools fall generally into three categories:

1. As channels for disseminating time-sensitive information as quickly as possible (e.g. emergency information);
2. As marketing/promotional channels which increase the district's ability to broadcast its messages to the widest possible audience; and
3. To refer the public (followers/friends) to content hosted on district or school websites.

Wherever possible, content posted to district or school social media sites should contain links directing users back to the district or school's official websites for in-depth information, forms, documents, or online services.

As is the case for the district's website, authorized school or department staff will be responsible for the content and upkeep of any official social media sites their school or department may create.

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on official district social media platforms.

The district encourages civil and thoughtful dialogue about district and school matters. The Superintendent or designee shall ensure that official district and school social media sites are regularly monitored. Staff members responsible for monitoring content may remove inappropriate posts or comments based on viewpoint-neutral considerations, such as lack of relation to the site's purpose or violation of the district's policy, regulation, or content guidelines.

Inappropriate posts or comments include those that:

- 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.
- Are not related to the stated purpose of the site, including, but not limited to, comments of commercial nature, political activity, and comments that constitute discrimination or harassment.

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- Are not related to the district, school, or post itself.
- Are personal attacks on staff members or other users on the page.
- Contain information related to personnel matters (community members are expected to address these issues according to Board Policy 1312).
- Use of foul or harmful language, including language that is profane or provocative, hateful, racially or ethnically offensive, derogatory, threatening, obscene, or sexually explicit.
- Are considered “trolling” (deliberately offensive or provocative comments with the aim of upsetting someone or eliciting angry responses).
- Are spam or intended to sell a product or service.
- Are links to external sources.
- Are copyrighted materials.
- Are political information or campaign materials.

Users who violate these guidelines may be banned or blocked from district or school social media sites and may be reported to the platform or law enforcement, as appropriate.

District employees who participate in official district social media platforms shall adhere to all applicable district policies and procedures, including, but not limited to, professional standards related to interactions with students.

Branding

Official district and school social media sites must be distinguishable as belonging to the district. All accounts must display the district or school logo or an associated department or school image as their avatar.

All district and school accounts are required to be linked to the district or school’s homepage, or the departmental homepage.

District and school account interfaces may be customized to meet the character of each school or department. Customizable elements are: background color; background graphic; font color; font size; and avatar. Social media sites are more casual than most other communication tools, but they still represent the district at all times.

Rules Approved: 01/26/2018
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