



## Students

## BP 1114 (a)

### Social Media

The Governing Board recognizes the value of technology such as social media platforms in promoting stakeholder and community involvement and collaboration. The purpose of any official district social media platform shall be to further the District's vision/mission and Core Values, support student learning and staff professional development, and enhance communication with students, parents/guardians, staff, and community members.

The Superintendent shall develop content guidelines and protocols for official District social media accounts to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

#### GUIDELINES FOR CONTENT

Official District social media accounts shall be used only for their stated purposes and in a manner consistent with this policy, administrative regulation, and the Lowell Joint School District Core Values. By creating these official sites and allowing for public comment, the Board does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech.

The Superintendent or designee shall ensure that the limited purpose of the official District social media accounts is clearly communicated to users. Each social media account/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 social media site shall also contain a statement that users are personally responsible for the content of their posts.

Official District 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.

Staff or students who post prohibited content shall be subject to discipline in accordance with District policies and administrative regulations. Prohibited content shall be removed at the discretion of the Superintendent or designee. "Staff" includes, but not limited to, all administrative, certificated, classified, temporary, and extra-curricular personnel.

Users of official District social media accounts 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 Acts. The Board expects users to conduct themselves in a respectful, courteous, and professional manner.

#### PRIVACY

The Superintendent shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official District social media accounts. Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses shall be followed on social media sites. District and School websites shall also apply to official District social media accounts.

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### Legal Reference:

#### EDUCATION 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

#### 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