

Administrative Regulation

District-Sponsored Social Media

AR 1114

Community Relations

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, Instagram, Vimeo, YouTube, LinkedIn, or blogs.

Official district 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 social media platforms.

(cf. 1230 - School-Connected Organizations)

(cf. 1260 - Educational Foundations)

Authorization for Official District Social Media Platforms

The Superintendent or designee shall authorize the development of any official district or school-site social media platform. All staff shall obtain approval from the Superintendent or designee before creating an official department, classroom, or team social media platform.

Guidelines for Content

The Superintendent or designee shall ensure that official district social media platforms provide current information regarding district programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official district social media platforms shall contain content that is appropriate for all audiences. Refer to the Mill Valley School District Staff Social Media Guidelines for more information.

(cf. 0440 - District Technology Plan)

(cf. 0510 - School Accountability Report Card)

(cf. 1100 - Communication with the Public)

(cf. 1112 - Media Relations)

(cf. 1113 - District and School Web Sites)

(cf. 6020 - Parent Involvement)

(cf. 6145.5 - Student Organization and Equal Access)

|

The Superintendent or designee shall ensure that state or federal laws or district policies, including but not limited to, privacy, trademark, copyright, fair use, and financial disclosure laws, are not violated in the use of material on official district social media platforms.

(cf. 4132/4232/4332 - Publication or Creation of Materials)
(cf. 6162.6 - Use of Copyrighted Materials)

The Superintendent or designee shall ensure that official district social media platforms are regularly monitored. Staff members 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 the district's policy, regulation, or content guidelines.

Generally, the district does not promote any commercial enterprises on official district social media platforms.

Each official district 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.
2. 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

(cf. 0410 - Nondiscrimination in District Programs and Activities)
(cf. 1160 - Political Processes)
(cf. 1325 - Advertising and Promotion)

3. Protocols for users, including expectations that users will communicate in a respectful, courteous, and professional manner.
4. A statement that users are personally responsible for the content of their posts and that the district is not responsible for the content of external online platforms.
5. 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 district.

6. 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 district.

7. The individual(s) to contact regarding violation of district guidelines on the use of official district social media platforms.

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.

Employees should avoid posting student information or work-product exemplars on personal social media sites. Employees should also be aware that district-obtained parental consent to share such work-product applies only to official district social media platforms, i.e., sites authorized by the Superintendent or designee that relate to district programs, activities, and operations.

Employees should avoid posting photos of district employees, volunteers, contractors, or vendors without first obtaining permission to do so.

(cf. 4040 - Employee Use of Technology)

(cf. 4119.21/4219.21/4319.21 - Professional Standards)

When appropriate, employees using official district social media platforms shall identify themselves by name and district 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 district or school.

Employee Use of Non-Official or Personal Social Media Platforms

District employees do not speak on behalf of the district on non-official social media platforms and should not use district assets or identifiers, including logos, on such platforms. District employees should also not use any personally identifiable information (PII) of students, including names and photos, on any social media platforms.

Employees should ensure privacy settings are customized to be as restrictive as possible to ensure that social media communications only reach the employee's intended audience.

Employees should keep in mind that district policy and legal requirements governing mandatory reporting of suspected neglect and abuse of minors may extend to communications conducted via social media for personal or professional use.

All staff shall receive information about appropriate use of the official district social media platforms. Anyone responsible for an official district social media platform shall review all relevant guidelines and policies, including the Mill Valley School District Staff Social Media Guidelines.

(cf. 4131 - Staff Development)
(cf. 4231 - Staff Development)
(cf. 4331 - Staff Development)

Issued: 2019