

COMMUNITY RELATIONS

SOCIAL MEDIA

The Board of Education recognizes the value of technology such as social media platforms as an effective communication method to inform the public about issues impacting public education and promoting community involvement.

This Board Policy is intended to apply to social media platforms used by members of the Corona-Norco Unified School District community for District-related purposes, including, but not limited to, use associated with curriculum and instruction, sports teams, extracurricular organizations and activities, clubs, or any other District-related programs or business.

The Superintendent or designee shall develop content guidelines and protocols for social media platforms used for District-related purposes to ensure the appropriate and responsible use of these resources and compliance with law, Board policy, and regulation.

Guidelines for Content

Social media platforms used for District-related purposes shall be utilized in a manner consistent with District policy and administrative regulation. The Board does not intend to create a limited public forum.

District employees, students, and/or other individuals, are prohibited from posting copyrighted information on a social media platform used for District-related purposes without obtaining permission, as required by law.

Each social media platform shall contain a statement that specifies the platform's purposes along with a statement that users are expected to use the site only for those purposes. Each platform shall also contain a statement that users are personally responsible for the content of their posts.

Social media platforms used for District-related purposes may not contain content that is obscene, libelous, or which so incites individuals 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. Content on social media platforms shall not violate laws against discrimination or contain material that is unrelated to the purpose of the site.

Staff or students who post prohibited content may be subject to discipline in accordance with District policies and administrative regulations and/or referred to law enforcement. Employees using social media platforms for District-related purposes 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 Act. The District expects users to

conduct themselves in a respectful, courteous, and professional manner.

### Privacy

Social media and networking sites and other online platforms shall not be used by employees to transmit confidential information about students, employees or District operations. Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, as specified in BP 1113 - District and School Web Sites, shall also apply to social media platforms used for District-related purposes.

Legal References: Education Codes 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 Codes 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

Adopted: July 15, 2014