



# Santa Ana Unified School District

BOARD POLICY NO: 1114

EFFECTIVE: 9/14/2021

**SUBJECT: District-Sponsored Social Media**

**CATEGORY:** Communications

**RESPONSIBLE OFFICE(S):** Communications, Superintendent's Office

## **SCOPE:**

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

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

## **POLICY:**

**Guidelines for Content**

Official district social media platforms shall be used only for their state purposes and in a manner consistent with this policy and administrative regulation. 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 platforms is clearly communicated to users. Each 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 site shall also contain a statement that users are personally responsible for the content of their posts.

Official district social media platforms 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.

Users of official district social media platforms 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 Board expects user to conduct themselves in a respectful, courteous, and professional manner.

**Privacy**

The Superintendent or designee shall ensure that the privacy rights of student, parent/guardians, staff, Board members, and other individuals are protected on official district social media platforms.



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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 and Websites, shall also apply to official district social media platforms.

Social media and networking sites and other online platforms shall not be used by district employees to transmit confidential information about students, employees, or district operations.

## **IMPLEMENTATION GUIDELINES AND ASSOCIATED DOCUMENTS:**

### **Legal Reference:**

#### **Education Code**

32261	Interagency School Safety Demonstration Act of 1985
3518.5	Advertising in the classroom
48900	Authority of superintendent to recommend suspension or expulsion
48907	Exercise of free expression; rules and regulations
48950	Freedom of speech
49061	Definitions
49073	Privacy of student records
60048	Commercial brand names, contracts or logos

#### **California Government Code**

3307.5	Publishing identity of public safety officers
54952.2	Brown Act, definition of meeting
6250-6270	California Public Records Act
6254.21	Publishing addresses and phone numbers of officials
6254.24	Definition of public safety official

#### **Federal References**

17 USC 101-1101	Federal copyright law
20 USC 1232g	Family Educational Rights and Privacy Act (FERPA) of 1974
29 USC 157	Employee rights to engage in concerted, protected activity
29 USC 794	Rehabilitation Act of 1973, Section 504
34 CFR 99.1-99.67	Family Educational Rights and Privacy

#### **Management Resources References**

Court Decision	A.M. v. Albertsons, LLC, (2009) Cal.App.4 <sup>th</sup> 455
Facebook Publication	Facebook for Educators Guide, 2011
National Labor Relations	Sears Holdings, December 4, 2009
Board Decision	
18-CA-1908	



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Website [AASA The School Superintendents Association  
https://simbli.eboardsolutions.com/SU/MOaF8AO8csIshSlfGc13QQoEQ==](https://simbli.eboardsolutions.com/SU/MOaF8AO8csIshSlfGc13QQoEQ==)

**ADOPTION AND REVISION HISTORY:**

9/14/2021