

Policy 1114: District-Sponsored Social Media

Status: DRAFT

Original Adopted Date: Pending | **Last Reviewed Date:** 03/10/2026

The Governing Board recognizes the value of social media to share district information with families and the community and promote community involvement and collaboration in district decisions. The purpose of any official district social media account shall be to further the district's vision and mission, to support student learning and staff professional development, and to enhance communication and engagement with students, families, staff, and community members. The Superintendent or designee shall ensure that the content posted by the district on an official district social media account is accessible to individuals with disabilities.

The Superintendent or designee shall develop content guidelines and protocols for official district social media accounts to ensure public access, appropriate and responsible use, and compliance with law, Board policy, and administrative 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 and administrative regulation. This policy is not intended to create an open public forum or otherwise guarantee an individual's right to free speech on any of the official district social media accounts even if one or more features on the account that permit interaction with and between members of the public are enabled.

The Superintendent or designee shall ensure that the limited purpose of official district social media accounts is clearly communicated to users. Each account shall contain a statement specifying the purposes of the account, that the account shall only be used for such purposes, and any other user expectations or conditions as specified in the accompanying administrative regulation.

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 shall not be permitted on official district social media accounts.

Staff or students who post on, reply from, or otherwise use an official district social media account in a manner that violates Board policies and administrative regulations shall be subject to discipline in accordance with applicable policies and regulations.

Users of official district social media accounts, and anyone who posts on, replies to, or otherwise leaves a digital footprint on an official district social media account, should be aware of the public nature and accessibility of social media and that such information posted on, replied with, or otherwise left on an official district social media account may be considered a public record subject to disclosure under the Public Records Act.

Privacy

To the extent practicable, the Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on official district social media accounts.

As it pertains to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, official district social media accounts shall comply with Board Policy 1113 - District and School Websites.

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

Policy Reference Disclaimer: These references are not intended to be part of the policy itself, nor do they indicate the basis or authority for the Governing Board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

State

Bus. and Prof. Code 22588.2-22588.4

Ed. Code 32260-32262

Description

Youth Social Media Protection Act

[Interagency School Safety Demonstration Act of 1985](#)

State

Ed. Code 35182.5
Ed. Code 48900
Ed. Code 48907
Ed. Code 48950
Ed. Code 49061
Ed. Code 49073
Ed. Code 60048
Gov. Code 3307.5
Gov. Code 54952.2
Gov. Code 7920.000-7930.215

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[Contracts for advertising](#)
[Grounds for suspension or expulsion](#)
[Exercise of free expression; time, place, and manner rules and regulations](#)
[Speech and other communication](#)
[Definitions; directory information](#)
[Release of directory information](#)
[Commercial brand names, contracts or logos](#)
[Publishing identity of public safety officers](#)
[Brown Act; definition of meeting](#)
[California Public Records Act](#)

Federal

17 USC 101-1101
20 USC 1232g
29 USC 157
29 USC 794
34 CFR 99.1-99.67

Description

Federal copyright law
[Family Educational Rights and Privacy Act \(FERPA\) of 1974](#)
[Employee rights to engage in concerted, protected activity](#)
[Rehabilitation Act of 1973; Section 504](#)
[Family Educational Rights and Privacy](#)

Management Resources

Court Decision
Court Decision
Court Decision
Court Decision
Court Decision
Court Decision
National Labor Relations Board Decision
Website
Website
Website
Website
Website
Website

Description

[Lindke v. Freed \(2024\) 601 U.S. 187](#)
[Board of Education, Island Trees Union Free School District, et.al. v. Pico \(1982\) 457 U.S. 853](#)
[Page v. Lexington County School District \(2008, 4th Cir.\) 531 F.3d 275](#)
[Perry Education Association v. Perry Local Educators' Association \(1983\) 460 U.S. 37](#)
[Aaris v. Las Virgenes Unified School District \(1998\) 64 Cal.App.4th 1112](#)
[Downs v. Los Angeles Unified School District \(2000, 9th Cir.\) 228 F.3d 1003](#)
[Sears Holdings, Advice Memorandum 18-CA-1908, \(December 4, 2009\)](#)
[Bullying Resources](#)
[Meta in Education](#)
[CSBA District and County Office of Education Legal Services](#)
[Facebook, privacy resources](#)
[California School Public Relations Association](#)
[CSBA](#)

Cross References

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Description

[Vision](#)
[Nondiscrimination In District Programs And Activities](#)
[District Technology Plan](#)
[District Technology Plan](#)
[School Accountability Report Card](#)
[Communication With The Public](#)

Cross References**Description**

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5125.1-E(1)	Release Of Directory Information
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