

Fresno Unified Board Policy (BP) 1114 District-Sponsored Social Media

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(s) shall develop content guidelines and protocols for official district social media platforms 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 platforms shall be used only for their stated 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(s) shall ensure that the limited purpose of the official district social media platforms is clearly communicated to users. Each site shall contain a statement (or link to this policy) 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 prohibited content. Prohibited content are posts and comments that:

- Demonstrate staff acting in violation of district's code of ethics as described in BP 4219.21 and E 4119.21.
- Are inappropriate, 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.
- Are not related to the stated purpose of the site, including, but not limited to, comments of commercial nature, political activity, and comments that constitute discrimination or harassment.
- Are not related to the district or post itself.
- Are personal attacks on staff members or other users on the page.
- Contains information related to personnel matters (community members are expected to address issues according to board policy 4144).
- Use foul language (profane or provocative; hateful, racially, or ethnically offensive, or derogatory; threats; obscene or sexually explicit).
- Are considered "trolling" (deliberately offensive or provocative comments with the aim of upsetting someone or eliciting angry responses).
- Are spam or intended to sell a product or service.
- Are links to external sources that are irrelevant and inappropriate in nature.
- Are copyrighted materials.
- Are political information or campaign materials.

Users who violate these guidelines may be banned from the Fresno Unified social media site in which the violations occurred and may be reported to the platform as well.

Staff or students who post or comment on prohibited content shall be subject to discipline in accordance with district policies and administrative regulations. Official district social media platforms are regularly monitored and any posts with prohibited content shall be promptly hidden and/or removed from public view.

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

Privacy

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

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 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.

Fresno Unified School District prohibits discrimination, harassment (including sexual harassment), intimidation, and bullying based on actual or perceived race, color, ethnicity, national origin, immigration status, ancestry, age (40 and above), religious creed, religion, political belief or affiliation, gender, gender identity, gender expression, genetic information, mental or physical disability, sex, sexual orientation, marital status, pregnancy or parental status, childbirth, breastfeeding/lactation status, medical condition, military and veteran status, or association with a person or a group with one or more of these actual or perceived characteristics or any other basis protected by law or regulation, in its educational program(s) or employment.

Legal Reference:

Education Code

32260-32262 Interagency School Safety Demonstration Act of 1985
35182 Contracts for advertising
48900 Grounds for suspension or expulsion
48907 Exercise of free expression; time, place and manner 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
54952.2 Brown Act; definition of meeting
6254.21 Publishing addresses and phone numbers of officials
6254.24 Definition of public safety official
7920.000 - 7930.170 California Public Records Act

Federal

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
Court Decision Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982) 457 U.S. 853
Court Decision Page v. Lexington County School District, (2008, 4th Cir.) 531 F.3d 275
Court Decision Perry Education Association v. Perry Local Educators' Association, (1983) 460 U.S. 37
Court Decision Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112
Court Decision Downs v. Los Angeles Unified School District, (9th Cir. 2000) 228 F.3d 1003

Policy FRESNO UNIFIED SCHOOL DISTRICT
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