



Students

AR 1114 (a)

Social Media

Definitions

Social Media means any online platform for collaboration, interaction, and active participation, including but not limited to, social networking sites such as Facebook, Instagram, Twitter, YouTube, LinkedIn or blogs.

District policy and guidelines do not apply to personal social media platforms that may be created by students, staff members, or other individuals, which may sometimes include discussions of District-related issues but are not sponsored by the District.

Official District social media platforms are authorized and approved by the Superintendent or designee. All school site social media accounts shall be registered with the Superintendent's Office or designee. The name of the account and the names of the staff members authorized to post to the District or the District's school sites accounts will be listed on the Social Media Permission Form. Changes to staff members authorized to post to the District or the District's school sites accounts will be reported to the District in a timely manner.

Sites that have not been authorized by the Superintendent or designee, but that contain content related to the District such as a site created by a parent-teacher organization, booster club, sports club or other school-connected organization or a student's or employee's personal site, are not considered official District social media platforms, but will also be registered with the District for information only.

Authorization for Official District Social Media Platforms

The Superintendent or designee shall authorize and approve the development of any official District social media account. Teachers and other staff shall obtain approval from the site Principal before creating a classroom or team social media account.

Guidelines for Content

The Superintendent or designee shall ensure that official District social media accounts provide current information regarding District programs, activities and operations consistent with the goals and purposes of this policy and regulation. Official District social media accounts shall contain content that is appropriate for all audiences and in alignment with the Lowell Joint School District Core Values.

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on official District social media accounts.

The Superintendent or designee shall ensure that official District social media accounts are regularly monitored. Staff members responsible for monitoring content may remove posts based on viewpoint-neutral considerations, such as a lack of relation to the site's purpose or violation of the District's policy, regulation, or content guidelines, as described in BP 1114.

Each official District social media account shall prominently display the guidelines set forth below:

1. The purpose of the site along with a statement that users are expected to use the site for those intended purposes only.

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Social Media (continued)

2. Information on how to use the security settings of the social media platform.
3. A statement that the site is regularly monitored and any inappropriate post will be promptly removed. Inappropriate posts included those that:
 - a. Are obscene, libelous or incite students to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules or 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.
4. Protocols for users, including expectations that users will communicate in a respectful, courteous and professional manner.
5. A statement that users are personally responsible for the content of their posts and the District is not responsible for the content of external online platforms.
6. 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 Lowell Joint School District.
7. 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 Lowell Joint School District.
8. Who to contact about violation of Lowell Joint School District guidelines on the use of official District social media accounts.

District employees who participate in official District social media accounts shall adhere to all applicable District policies and procedures, including but not limited to, professional standards related to interactions with students and the Lowell Joint School District Core Values.

When appropriate, employees using official District social media accounts 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 Lowell Joint School District or school site.

All Staff shall receive information about appropriate use of the official Lowell Joint School District social media accounts.

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Social Media (continued)

Legal Reference:

EDUCATION CODE

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 CODE

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

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

1232g Federal Family Educational Rights and Privacy Act

UNITED STATES CODE, TITLE 29

157 Employee rights to engage in concerted, protected activity

794 Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and Privacy

COURT DECISIONS

Page v. Lexington County School District, (2008, 4th Cir.) 531 F.3d 275

Downs v. Los Angeles Unified School District, (2000) 228 F.3d 1003

Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112 Perry Education Association v.

Perry Local Educators' Association, (1983) 460 U.S. 37

Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982) 457 U.S. 853

NATIONAL LABOR RELATIONS BOARD DECISIONS

18-CA-19081 Sears Holdings, December 4, 2009

Policy Adopted: October 2, 2023