

## **Sponsored Social Media**

The Yolo County Board of Education ("County Board") and the Yolo County Superintendent of Schools ("Superintendent") recognize the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official social media platform sponsored by the Superintendent and/or County Board shall be to further the vision and mission of the Superintendent and County Board, support student learning and staff professional development, and enhance communication with students, parents/guardians, Superintendent staff, and community members.

The Superintendent or designee may develop content guidelines and protocols for official social media platforms to ensure the appropriate and responsible use of these resources and compliance with law, Superintendent and Board policies, and Superintendent administrative regulations.

### **Guidelines for Content:**

Official social media platforms shall be used only for their stated purposes and in a manner consistent with this policy. By creating these official sites and allowing for public comment, the Superintendent and County Board do 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 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 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.

Students enrolled at Superintendent-operated schools or Superintendent staff who post prohibited content shall be subject to discipline in accordance with Superintendent and County Board policies and Superintendent administrative regulations.

Users of official 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 Superintendent and County Board expect users to conduct themselves in a respectful, courteous, and professional manner.

### **Privacy:**

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

Superintendent and County Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses, as specified in County Superintendent Policy No. 1113 - Web Sites shall also apply to official social media platforms.

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

**Legal References:**

Education Code, 32261, 35182.5, 48900, 48907, 48950, 49061, 49073, 60048

Government Code, 3307.5, 7920.000-7930.215, 54952.2

United States Code, Title 17, 101-1101; Title 20, 1232g; Title 29, 157, 794

Code of Federal Regulations, Title 34, 99.1-99.67

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