

LBUSD Code of Ethics, Section E: Commitment to Responsible Use of Technology

Social Media: User Obligations and Responsibilities

PURPOSE AND SCOPE

These procedures will serve as guidelines and standard protocols for all sites to ensure staff use social media platforms appropriately to further the District's vision and mission, expand the LBUSD digital profile, enhance recruitment efforts, support student learning and staff professional development, and strengthen communication systems with all stakeholders. The Superintendent or designee shall ensure the appropriate and responsible use of official District social media platforms and compliance with law, Board policy and regulation.

APPLICABILITY

These regulations apply to all employees, school sites and departments who use social media platforms to engage District, site, and community stakeholders through the digital public sphere.

GENERAL INFORMATION

The Long Beach Unified School District recognizes the value of social media platforms in enhancing communication, and in promoting community involvement and collaboration. Employees are authorized to use social media platforms in an official manner for promoting District/Site initiatives in accordance with Board policy, the District's Acceptable Use Agreement, and the user obligations and responsibilities specified below.

(cf. 4040 - Employee Use of Technology)

(cf. 0440.1 - District Technology Plan)

(cf. 4119.21 - LBUSD Code of Ethics)

Definitions

1. Social media describes Internet-based and mobile technology communication tools with a focus on interactivity, user participation, and information sharing in multiple ways. Social media refers to venues such as blogs, video/photo posting sites, social networks, and forums. Some typical social media sites include: Facebook, Instagram, Twitter, LinkedIn, YouTube, Flickr, WordPress, and Pinterest. This policy is not limited to these specific sites, but applies to all social media sites and communications.

2. District-sponsored websites and social media platforms are websites created by the District for District use.
3. District-approved websites and social media platforms are websites and platforms that are approved by the Superintendent or designee for use in relation to classroom instruction, school-sponsored programs, initiatives, or activities.
4. The District maintains Social Media sites for the purpose of disseminating District educational and administrative information. The District and each of its schools maintain an official professional Internet site overseen by District management which serves as a source of information for students, families, employees and the community. All content on the official District social media sites and school websites is approved by management to ensure accuracy and protect confidential information.

(cf. 1113- District and School Websites)

CONTENT GUIDELINES AND PROCEDURES

Official District social media platforms shall be used only for their stated purposes and in a manner consistent with this administrative regulation. Each site or department must adopt their individual school policies in alignment with this administrative regulation, and submit to the Superintendent or designee for approval.

Official Site, Department, and Program Accounts

1. Official social media accounts shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation.
2. The use of District and school websites and social media platforms shall support the District's vision and goals, and shall be coordinated with other District communications strategies.
3. Official social media accounts 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 significant disruption of the schools' operation.
4. District-sponsored and District-approved websites and social media platforms shall provide current and useful information regarding District programs, activities, and operations. Such information shall be appropriate for both internal and external audiences.
5. The school principal or designee shall perform similar duties related to the content and maintenance of his or her school's website, social media platforms, approved websites and social media platforms for teachers.
6. District employees and students who use or participate in District-sponsored or District-approved social media platforms shall adhere to all applicable Board policies

and regulations, and Technology Use Agreements, including but not limited to professional standards related to interactions with students, staff, and the public.

7. Any employees authorized to post content on a District-sponsored or District-approved website or social media platform shall be responsible for the uploading of material upon approval of the Superintendent or designee. The authorized employee shall ensure consistency of the material with District standards, regularly check links for accuracy and appropriateness, keep the website server free of outdated or unused files, and provide technical assistance as needed.
8. Non-interference: Social media use must not interfere with the educational environment or with employee job duties or responsibilities.
9. Staff or students who post prohibited content shall be subject to discipline in accordance with District policies and administrative regulations.

(cf. 1113- District and School Websites)

(cf. 4040 - Employee Use of Technology)

(cf. Student Technology - Acceptable Use Program/CA Standards Technology Steering Committee)

(cf. 4030- Nondiscrimination in Employment)

(cf. 4119.11- Sexual Harassment)

(cf. 5145.3 - Nondiscrimination/Harassment)

10. Users of official social media accounts and/or personal accounts that post content related to the District should be aware of the public nature and accessibility of social media, and that content may be subject to disclosure under the California Public Records Act.

(cf. Calif. Public Records Act: Gov't Code §6250-6268)

(cf. 4119.21 - LBUSD Code of Ethics)

11. 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.
12. Copyrighted material shall be posted online only in accordance with applicable copyright laws. If any copyrighted material is posted on a District-sponsored or District-approved website or social media platform, the website or social media account shall include a notice crediting the original producer of the material and note how and when permission to reprint the material was granted.

13. The logos and trademarks of the District and its schools may be used only on official District or school internet sites or publications and in emails delivered through the District email system by current employees. Any other use of a District or school logo or trademark is prohibited unless prior written permission is obtained from the Superintendent or designee. Nothing in this regulation regarding the use of District or school logos or trademarks prohibits employees from using the District's name or logo in engaging in otherwise lawful employee concerted activity.
14. Users of official District social media accounts shall report any security problem or misuse to the Superintendent or designee.

(cf. 4040 - Employee Use of Technology)

15. The District shall not be responsible for the content of websites and social media platforms that are neither District-sponsored nor District-approved but that contain content related to the District or comments on District operations, such as websites created by a parent-teacher or other school-related organization, or a student's or employee's personal website or social media account.

PRIVACY

Rules and protocols pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses and email addresses also apply to official District social media platforms. Specifically:

1. Social media and other online platforms shall not be used by District employees to transmit confidential information about students, employees, or district operations.
2. Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on district or school websites.
3. Photographs of individual students shall not be published with their names or other personally identifiable information without the prior written consent of the student's parent/guardian.
4. Photographs of groups of students, such as at a school event, may be published provided that students' names are not included.
5. Staff members' home addresses or telephone numbers shall not be posted on District or school websites.
6. The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on district or school websites without the prior written permission of that individual.

(cf. Government Code 3307.5, 6254.21, 6254.24)

(cf. 1113- District and School Websites)

(cf. 4040 - Employee Use of Technology)

(cf. 4119.21 - LBUSD Code of Ethics)

(cf. 4119.23 - Unauthorized Release of Confidential/Privileged Information)

(cf. 5125 - Student Records)

(cf. 5125.1 - Release of Directory Information)

POLICIES AND DISCIPLINE

Employee use of the Internet and social media within the educational environment shall be contingent upon compliance with this Policy and subject to the District's Employee Use of Technology Policy, and any applicable state and federal laws, Administrative Regulations and Board Policies. Violation of this Policy may result in discipline in accordance with collective bargaining agreements, Board Policies, and state and federal law.

1. Transmitting any advertising or promotional materials or engaging in commercial activity which is unrelated to District business including, but not limited to, buying, selling, advertising, or viewing property or services posted on ebay, Craigslist, Amazon, or other commercial websites.
2. Sending or storing messages and/or materials with the intent to defraud, harass, intimidate, defame, threaten, unlawfully discriminate, or otherwise violating the District's ethical standards.
3. Engaging in improper fraternization or undue familiarity with students, regardless of the student's age and/or regardless of whether the student may have "consented" to such conduct.
4. Employees should not communicate with District students through social media sites that are personal to employees or students, do not have an instructional or educational purpose, or do not communicate relevant information about school-related activities. Employees must maintain appropriate professional boundaries with students. Should a student directly or indirectly communicate to an employee about known or suspected child abuse or neglect, a threat of harm to the student or others, or evidence of a crime, the member must immediately notify the appropriate authorities and the Human Resources officer or designee.
5. When using social media to communicate with students regarding use with curriculum or other school related activities, employees must identify themselves by their full legal names and District titles. All content associated with staff use of social media within the educational environment must be consistent with the District's goals and professional standards. When posting on social media, employees are not authorized to speak on behalf of the District without prior permission from the Superintendent or designee. If a employee of the news media or a blogger contacts an employee about social media that concerns the District, that person should be referred to the Superintendent's office.
6. Employees may not post or alter items on District-sponsored or District-approved website without authorization from the Superintendent or designee.

7. Employees are responsible for their social media use. All employees are expected to use social media in a responsible, professional manner that does not reflect adversely on the District. Employees may be subject to liability if their social media use is found defamatory, harassing, discriminatory, threatening, or in violation of any applicable law, policy, or regulation. Employees may also be liable if they disclose confidential information or illegally use copyrighted information (such as music, videos, or text) belonging to others. The District prohibits social media postings that are vulgar, obscene, threatening, intimidating, harassing, or a violation of policies against discrimination, harassment, or hostility on account of age, race, religion, sex, ethnicity, nationality, disability, or other protected characteristics. If an employee's social media use violates a law, the employee may be subject to legal remedies and penalties including, but not limited to, any criminal penalties, if a criminal law is violated. The District shall not be liable, under any circumstances, for the use of social media, and shall not reimburse employees for any errors, omissions, loss, or damage claimed or incurred due to any social media use.
8. Use of District-sponsored or District-approved social media platforms in violation of Board policies or regulations, or Technology Use Agreements, may result in disciplinary action, up to and including termination of employment, expulsion, and referral to appropriate law enforcement agencies. The District may suspend or terminate user rights for District-sponsored or District-approved social media accounts for individuals who violate District content standards.

Official School Social Media Accounts Registry

Curricular Use: Before agreeing to terms or conditions associated with the creation of an official social media account for use with curriculum, the employee must notify their principal or site designee. Prior to communicating with students through social media, the employee must provide any applicable user names or passwords maintained by the employee to their principal or site designee, that could restrict access to the social media account. The Deputy Superintendent of Education Services or designee may monitor the social media account or use at any time without advance notice or consent. Employees are responsible for monitoring student use of social media that has been incorporated into curriculum to promote and evaluate the instructional or educational purpose and ensure compliance with the District's policies regarding student use of technology. Employees have no expectation of privacy in their curricular use of social media.

1. Under the direction/oversight of the Principal or designee, each social media official account must be approved and registered at the start of the year (or at initial development) at a specific site, which would include the name of the staff-member running/monitoring the account.
2. Each site must maintain a confidential database of usernames/passwords stored for reference at the site for each official social media account, to be updated as needed.

3. This includes any and all social media accounts officially related to a given site, using the school's name/mascot, and/or affiliated with any site programs. This includes all athletic teams, chartered clubs, Pathways, departments, and programs.
4. All social media accounts created for programs at a given site must be approved by the school's principal or designee.
5. Under the direction of the principal or designee, each site must send an updated list of approved and registered accounts, to the Office of Employee Relations and Ethics (without usernames or passwords), to be shared with the Education Services Social Media Administrator and the Director of Public Information.

Registry and Protocols for Affiliated Partners/Booster Clubs and Social Media Accounts

1. Social media accounts that are connected to an approved booster club must be registered with the site, as part of the individual site social media registry plan.
2. Social media guidelines for booster clubs must be included in each site's booster club application.
3. All affiliated partners and/or Booster club's social media accounts cannot use the school's name, logo, and/or mascot in the name for their social media accounts. This would include any and all approved boosters that maintain accounts associated with programs at a given site. (including clubs, sports, programs, advisory boards, etc.)
4. The Superintendent or designee shall approve content from outside organizations, which is school-related or sponsored, prior to being published on any District-sponsored or District-approved website or social media platform.
5. Posted content from outside organizations shall further the District's purpose and directly benefit the students, the basic educational mission of the District, or be of intrinsic value to the students.
6. The District and schools shall not post campaign materials pertaining to a candidate, party, or ballot measure on District-sponsored or District-approved websites or social media platforms.

(cf. 1700 - Relations Between Private Industry and the Schools)

Employee Best Practices: Social Media

Electronic communications are an important component of our professional and personal lives. Our District encourages employees to understand and use these resources to further the educational experience of our students, in keeping with our Employee Use of Technology Policies (BP 4040/AR 4040) , and Code of Ethics (BP 4119.21). Employees are required to use electronic resources responsibly and appropriately, and to apply sound professional judgment in all social media communications. Following these "best practices" guidelines, and all information listed in this administrative regulation, can help ensure employees maintain proper boundaries and avoid social media pitfalls.

Strategies for Social Media (Facebook, Twitter, Instagram, etc.)

- Use privacy settings to control access and keep personal accounts private.
- Avoid "friending" or "following" students or parents on social media platforms.
- Keep personal accounts separate. Class, program, or team accounts may be created on school approved websites with advance authorization from the Superintendent or designee.
- Understand that any District-related communication posted or communicated on your personal account or device is likely to be a public record, disclosable to anyone on request. Calif. Public Records Act: Gov't Code §6250-6268
- Be cognizant of your own online identity, and what content you post. Some content or interactions with other users, may not be appropriate for students to see. For example, posting photos of alcohol consumption, tobacco use or other adult activities that are not age appropriate for students.
- Anything posted on the Internet is subject to public viewing and republication by third parties without your knowledge. Think before you post.
- Be especially cautious when posting photos or memes. Consider the image you wish to portray of yourself to colleagues, parents, and students.
- Be thoughtful regarding the language you use and the topics you address on social media platforms.
- Never discuss student information or any other confidential matters on a social media site. (BP 5022)
- Behavior on social media should mimic daily professional communication. Treat any social network as you would a professional network.
- When posting personal opinions on social media, consider clarifying that the opinion expressed is your own (particularly if you include your District affiliation in your social media profile).
- Use common sense. Do not post on social media anything that you consider private or confidential, whether the information belongs to you or someone else.