

District Social Network Sites and Interactive Media

I. General Conditions

The District's electronic resources may include District established social media sites or accounts, such as Facebook pages, Twitter, or other similar interactive media that allow members of the public to post material onto sites created and maintained by the District. Policy 2036 and Procedures P2036-1 apply to members of the public accessing such sites, and any violation of these requirements will result in removal of prohibited content and/or denial of access privileges for violators.

II. Removal of Posted Material

The District's electronic resources that allow members of the public to post comments on District-established web sites are not intended to create a public forum for the exercise of First Amendment rights. Instead, they are intended to facilitate and support the District's educational mission. The District will remove posted materials that fail to comply with Policy 2036 and Procedures P2036-1 generally and the following guidelines:

- A. All content must be directly and materially relevant to the District-sponsored content that invites public comment or responses.
- B. Content may only use language, style and tone that is generally acceptable for publications intended to reach school-aged children and families and that is consistent with the District's educational mission generally and its goals of teaching civility, respect, and reasoned dialogue. Content that is false, harassing, threatening, abusive, vulgar, indecent, obscene, defamatory, libelous, or harmful to minors in any way; content that involves misrepresentations or personal attacks; and content that demeans or disparages an individual or group of individuals, is prohibited.
- C. Persons may not make allegations or disclose personal information regarding students for whom they are not a parent.
- D. Content may not include advertising, promotion of commercial services or products, solicitation of funds for any purpose, or statements in support or opposition of political candidates or ballot propositions. Posting links to web sites or other electronic content, unless inherent in the social network involved, is prohibited.

- E. The District will not remove otherwise permissible content based on viewpoint. The District does not express approval or support for the view expressed by third parties. The District may, in its discretion, respond to posted materials when doing so may facilitate or support the District's educational mission. Any response or lack of response should not be interpreted as an expression of approval or support. Individuals who desire a response to a complaint regarding the District's personnel or programs should follow the complaint process in Board Policy 4035. In addition, any request for public records may not be submitted on social network or interactive media sites and instead must be submitted in accordance with Board Procedures P4000-4.

III. **Removal of Posted Materials, Denial of Access, and Review Procedure**

The District may remove posted content for violations of these procedures, Policy 2036, or other District policies or law at any time. The District may also deny repeat violators posting and/or viewing privileges. A person who desires to appeal a District action removing a posting or denying access privileges may file a complaint with the District pursuant to Board Policy 4035.

Adopted: August 27, 2013