

**VENTURA COUNTY OFFICE OF EDUCATION**

**SUPERINTENDENT'S POLICY NO. 1114**

**ADOPTED: 01/05/15**

**CLASSIFICATION: Community Relations**

**REVISED:**

**SUBJECT: VCOE SPONSORED SOCIAL MEDIA**

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The Ventura County Office of Education, hereinafter referred to as VCOE, recognizes the value of technology such as social media platforms in promoting community involvement and collaboration. The purpose of any official VCOE social media platform shall be to further the VCOE's vision and mission, support student learning and staff professional development, and enhance communication between students, parents/guardians, staff, and community members.

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

**GUIDELINES FOR CONTENT**

Official VCOE social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and corresponding administrative regulation. By creating these official sites and allowing for public comment, the Superintendent or designee does 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 VCOE 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 VCOE social media platforms may not contain content that is defamatory, discriminatory, harassing, bullying, intimidating, hateful, libelous, obscene or so incite students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of VCOE or school rules, or substantial disruption of the orderly operation of VCOE programs.

Staff or students who post prohibited content shall be subject to discipline in accordance with and VCOE policies and administrative regulations. Community members who post prohibited content may be prohibited from future access to the site.

Users of official VCOE 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 expects 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, staff, Board members, and other individuals are protected on official VCOE social media platforms in accordance with applicable laws.

Board policy pertaining to the posting of student photographs and the privacy of telephone numbers, home addresses, and email addresses shall also apply to official VCOE social media platforms.

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

### 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

#### CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67	Family Educational Rights and Privacy
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