

Administrative Regulation

Community Relations

AR 1114

DISTRICT-SPONSORED SOCIAL MEDIA

Definitions

Social media means any online platform for collaboration, interaction, ~~and/or~~ active participation, ~~or that allows users to post content~~, including, but not limited to, social networking sites such as ~~Instagram, TikTok, Facebook, X/Twitter, YouTube, LinkedIn, or blogs.~~

~~Official~~ SnapChat, YouTube, and LinkedIn.

~~An official district social media platform account is a site authorized by the Superintendent or designee. Sites that have not been authorized by the Superintendent or designee but that contain content related to the district or comments on district operations an account on a social media platform authorized by the Superintendent or designee.~~

~~An account that contains content related to the district or comments about district operations but that has not been created based on authorization or direction from the Superintendent or designee, such as a site an account created by a parent-teacher organization, booster club, or other school-connected organization or a student's or employee's personal site, are not considered account, is not an official district social media platforms.~~

~~Authorization for Official District Social Media Platforms~~

~~The Superintendent or designee shall authorize the development of any official district social media platform. Teachers account.~~

~~School-level employees such as teachers and coaches shall obtain approval authorization from the school principal before creating an official classroom or team social media platform.~~

~~Guidelines for Content~~

~~The Superintendent or designee shall ensure that official district social media platforms provide current information regarding district programs, activities, and operations, consistent with the goals and purposes of this policy and regulation. Official district social media platforms shall contain content that is appropriate for all audiences.~~

~~The Superintendent or designee social media account.~~

Guidelines for Content

Each official district social media account shall contain content that is useful and appropriate for all audiences.

District employees or agents in charge of posting or adding information to an official district social media account shall ensure that copyright laws are not violated in the use of material on official district social media platforms.

accounts.

The Superintendent or designee shall ensure that official district social media platforms accounts are regularly monitored. Staff members responsible for monitoring content may remove posts or even suspend users from interacting with the account only based on viewpoint-neutral considerations, such as lack of relation to the site's account's purpose or violation of the district's policy, regulation, or content guidelines.

board policies or administrative regulations.

Each official district social media platform account shall prominently display, as appropriate, prominently display a link to this regulation or a statement that includes Items #1-10, below:

1. The purpose(s) of the site along with a statement that users are expected to use the site only for those intended purposes.
2. Information on how to use the security settings of the social media platform.
3. A statement that the site account, such as providing information to a class, school community, athletic team, or student club; engaging with the public regarding district decisions and Governing Board meetings; and sharing information regarding employment opportunities with the district
4. Users shall use the site only for those intended purposes
5. The account is regularly monitored and that any inappropriate post interaction will be promptly removed. Inappropriate posts include those, blocked, or similarly addressed. Inappropriate interactions include, but are not limited to, interactions that:
 1. Are obscene, libelous, or so incite students as to create a clear and present danger of the commission of unlawful acts on school district premises, violation of district or school rules, or substantial disruption of the district or school's orderly operation
 2. Are not related to the stated purpose of the site account, including, but not limited to, threats, comments of a commercial nature, political activity, and comments that constitute discrimination or harassment

- ~~6. Protocols for users, including expectations that users will communicate in a respectful, courteous, and professional manner.~~
- ~~7. A statement that users are personally responsible for the content of their posts and that the district is not responsible for the content of external online platforms.~~
- ~~1. A disclaimer that the views and comments expressed on the site are those of the prohibited by board policies and administrative regulations~~
8. Users are expected to communicate in a respectful, courteous, and professional manner and are personally responsible for their use of the account
9. The district is not responsible for the content posted by other users or how other users interact with the account
10. The views and comments expressed by other users on the account belong to those users and do not necessarily reflect the views of the district
11. 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 district
12. The individual(s) to contact regarding violation of district guidelines on the use of official district social media ~~platforms~~ accounts
13. Violations may be reported to the appropriate social media platform, law enforcement, or other third parties, as appropriate
14. A user may be suspended from interacting with the account for one month upon three prior violations and for six months upon two prior one-month suspensions

Appropriate Use by District Employees

District employees who participate in official district social media ~~platforms~~ accounts shall adhere to all applicable ~~district board~~ policies and ~~procedures~~ administrative regulations, including, but not limited to, professional standards related to interactions with students.

When appropriate, employees using ~~posting, replying, or otherwise interacting with the public outside of their professional duties or responsibilities on~~ official district social media ~~platforms~~ 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 district or school.

All staff shall receive information about the appropriate use of the official district social media platforms.¶
accounts.

PERRIS UNION HIGH SCHOOL DISTRICT
Perris, CA

Regulation Adopted: November 16, 2011
Revised: June 18, 2025 (Pending Board Approval)