

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

Personnel**STAFF SOCIAL MEDIA POLICY FOR STUDENT INTERACTIONS**Policy Statement:

The Fresno County Superintendent of Schools (“FCSS”) acknowledges the importance of maintaining a safe, respectful, and professional online environment for our students. This Staff Social Media Policy for Student Interactions provides guidelines for staff members when using social media platforms in their interactions with students. The FCSS’ priority is to ensure that our students are protected, and staff members act responsibly and ethically.

NOTE: Policy references to “FCSS staff members” apply to management, supervisory, confidential, and classified unrepresented (MSCCU) positions only.

QUICK LINK

[Parent/Guardian Media Release Agreement](#)
[Adult Media Release Agreement](#)

What is Social Media?

Social media is defined as any form of online publication or presence that allows end users to engage in multi-directional conversations in or around the content on the Internet. Social media can include text, audio, video, images, podcasts, and other multimedia communications. Examples of social media include, but are not limited to, Blogs, Facebook, Instagram, LinkedIn, ParentSquare, Snapchat, Tik Tok, X, YouTube, Wikis, and photo or video sharing. Social media can be a fun and rewarding way to share life events and opinions with family, friends, and colleagues around the world. However, the use of social media also presents certain risks and carries with it certain responsibilities.

The Purpose of this policy is to:

- Promote positive, appropriate, and safe staff-student interactions.
- Set clear boundaries for staff behavior on social media platforms when engaging with students.
- Safeguard the well-being and privacy of students.
- Uphold the reputation and integrity of the FCSS.

Regulations Regarding Staff-Student Interactions on Social Media:

- Staff members must maintain professional boundaries when interacting with students on social media. Personal connections with current students on personal social media accounts are strongly discouraged.
- Staff members may use approved school-sanctioned channels or profiles specifically created to communicate with students for school-related purposes that have been preapproved by program administration.

Accountability

The FCSS employees are responsible for content that is published online in their roles as professionals. An employee should be cognizant of what is published online because all digital content lives in perpetuity.

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FCSS employees must exercise good judgment and adhere to the following rules when posting content online:

- a. Refrain from posting, doing, saying, or writing anything on a social network that you would not want to see in the media or disseminated to the public through social media channels.
- b. Refrain from misrepresenting your identity or someone else's online. If you are not willing to own your online comments, do not post.
- c. Be cognizant that students and their parents/guardians may read your social media content. Therefore, avoid sharing content that may be considered offensive or counterproductive to the mission, vision, and values of the FCSS.

Professionalism

- a. Social media activity is subject to all pertinent FCSS policies, including, but not limited to, the Protection of Confidential Information, Civility Policy, Anti-Harassment & Anti-Discrimination Policies, Acceptable Use of Technology, and other superintendent policies.
- b. As public employees, your online behavior with students directly reflects the FCSS. Refrain from generating social media posts that will have a negative impact on the integrity and image of the FCSS, and the , students and public we serve.
- c. Do not use any social media site affiliated with the FCSS to promote any political cause or fundraising activities.

Privacy and Confidentiality

- Professional social media accounts to use with students and parents for educational purposes must be preapproved by completing the Parent/Guardian Media Release Agreement and/or Adult Media Release Agreement.
- Staff members should respect the privacy and confidentiality of students. Do not share or discuss student information, academic or personal, on social media platforms.
- Never use student images, names, or any other identifiable information without written consent from parents or guardians and proper authorization from the school.

FCSS Sites and Social Media Accounts

- a. The FCSS' social media sites will be managed by the FCSS or designee. These sites include, but are not limited to, FCSS' Facebook, Instagram, LinkedIn, ParentSquare, X, and YouTube.
- b. Duplicate, unofficial sites that are not managed by the FCSS shall be reported, investigated, and, in appropriate circumstances, shut down.
- c. The FCSS identification and logos used on social media or web presence must be preapproved by the FCSS or designee.
- d. Sponsor logos are permissible on FCSS related websites, with prior approval of the FCSS or designee.

Academic Use of Social Networking

- a. All guidelines above apply to the use of social networking in the classroom. Staff members are responsible for the content and activity of any social networking applications being used as part of their curriculum and instruction. Staff members should monitor these applications regularly and discuss appropriate use with their students. Inappropriate content should be removed immediately. The same rules and policies that govern student conduct apply to their social networking activity when social networking is used as part of the curriculum, including FCSS-approved Distance Learning platforms. Staff members are

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equally responsible for enforcing these rules and policies in the social networking arena in the classroom.

- b. Staff members shall not post or otherwise disclose any information, including videos, photos, or schedules, that could help someone from the public identify, locate, or contact the student in person.
- c. Parents shall be notified by a staff member before students are asked to use a social networking website that requires a personal email address to join. Staff members shall prepare alternative assignments or methods of participation for students whose parents do not consent to their use of a personal email account.
- d. Staff are permitted to link social media accounts to the FCSS website if the accounts are used for professional purposes for teaching and learning. No personal social media accounts should be linked to the FCSS website or other school related websites.

Reporting Concerns:

If staff members encounter any inappropriate or concerning social media content related to students, the FCSS' expectation is that staff will report it to Program Administration and/or Human Resources.

References:

Acceptable Use of Technology, SP HR-1306

Civility Policy, SP HR-1311

Sexual Harassment, SP HR-1315

Prohibition of Employee Discrimination, Harassment and Retaliation, SP HR-1316

Prohibition of Pupil Discrimination, Harassment, Retaliation, and/or Sexual Harassment, SP HR-1317

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