

## **Appropriate Use of Social Media**

All official Etiwanda School District-related communication through social media platforms should always be conducted in accordance with District policies and procedures. Official Etiwanda School District social media platforms may not contain content that is obscene, libelous or discriminatory. Staff or students who post prohibited content shall be subject to discipline in accordance with District policies and procedures.

Users of official Etiwanda School District 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 and federal disclosure laws.

Etiwanda School District social media site articles and comments containing any of the following forms of content shall not be permitted:

1. Comments in support of or opposition to political campaigns or ballot measures;
2. Profane language or content;
3. Content that promotes, fosters, or perpetuates discrimination or harassment on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
4. Content that promotes bullying including but not limited to **cyberbullying**, intimidation, hazing or initiation activity, extortion, or any other verbal, written, or physical conduct that causes or threatens to cause violence, bodily harm or substantial disruption.

**Cyberbullying** includes the transmission of communications, posting of harassing messages, direct threats, or other harmful texts, sounds, or images on the Internet, social networking sites, or other digital technologies using a telephone, computer, or any wireless communication device, camera, computer, or pager. Cyberbullying also includes breaking into another person's electronic account and assuming that person's identity in order to damage that person's reputation.

5. Sexual content or links to sexual content;
6. Solicitations of commerce not benefiting the Etiwanda School District;
7. Conduct or encouragement of illegal activity;
8. Information that may compromise the safety or security of Etiwanda School District employees or students, the public or public systems;
9. Content that violates a legal ownership interest of any other party.

Etiwanda School District reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.