



## Social Media Policy For Students (LAUSD BUL 6399.2)

**DEFINITIONS:** Social media is comprised of online platforms where users engage one another and share information and ideas through text, video, or pictures. To be a responsible social media user, students shall understand the different types of social media available and ways to engage in safe and productive ways online. For more information about adolescents and social media, or applications and platforms, visit **Common Sense Media**.

The following terms provide a general overview of common social media tools, practices, and features:

*Apps* are applications used to post media and are accessed primarily through mobile devices. *Apps* can access the user's pictures, personal information and GPS location.

*Associated Persons* includes, but is not limited to, parents, parent-elected leaders of school committees, representatives and volunteers, consultants, contracted employees, walk-on coaches, child care/enrichment program providers, vendors and after-school youth services providers.

*Blogs* are web logs or online journals where authors and users can post textual, audio, or video content, and where some permit others to post comments on their blogs. Some websites use blog tools and message forums to engage users.

*Confidential data* refers to District-related content such as (but not limited to) grade and exam information, attendance data and behavior incidents.

*Cloud computing*, otherwise known as "using the cloud," requires an Internet connection and is the practice of accessing files across multiple devices over the Internet.

*Digital Citizenship* is the practice of critical engagement and respectful behavior online, which is demonstrated through the digital content a student posts.

*Digital Footprint* is determined/defined by an individual's choice of content to post and profiles made across multiple websites, apps, and other platforms.

*Media Sharing Sites* are websites where users post and share videos, audio files and/or photos as well as tag them to enable searchability. Examples include Instagram, YouTube, and Flickr.

*Social Media* also referred to as social networking, is a form of electronic communication through which users create online communities to share and view information, ideas, personal messages, and other content.

*Microblogs* are online spaces that allow users to post blog entries of limited length or characters. Twitter is an example as well as other sites that invite users to post short status and location updates such as Facebook.

*Tagging* is the practice of identifying and assigning information to a digital artifact such as a website, blog post, photo, video, or article for the purpose of easy identification, organization, aggregation, and searching. Tagging helps users find content they are looking for across online platforms.

*Wikis* are resources or documents edited collaboratively by a community of users with varying levels of editorial control by the website publisher.

## **II. SOCIAL MEDIA GUIDELINES FOR STUDENTS**

District electronic devices are provided for educational purposes, including the use of social media. Approved social media is to be used at a school for educational purposes only and under the direction of a teacher or school leader. Home use of social media on District or personal electronic devices is limited to only sites approved by the district's web filtering system. According to the Children's Online Privacy Protection Rule ("COPPA"), it is illegal for companies to collect user information and track the online usage of children under 13.

Therefore, the only appropriate social media for children 12 and under is designed specifically for that age group. (Refer to BUL-999.12, *Responsible Use Policy (RUP) for District Computer Systems*)

All existing policies and behavior guidelines that cover student conduct on the school premises and at school-related activities similarly apply to the online environment in those same venues.

1. Students shall consider their behavior and engagement when communicating with others and sharing content in social media spaces. Students must be aware that any content or information shared privately through social media on electronic devices can still be viewed, accessed, and distributed by others – even their peers. When using District network and/or electronic devices, students should expect the District to be able to access, view, record, check, receive, monitor, track, and log any social media activity.
2. Students shall engage in privacy practices and respect the privacy of others. Students shall exercise good judgment when using the built-in camera and recording capabilities of electronic devices. Students must always obtain permission before taking pictures, recording video, or recording audio of any person. Permission must be obtained before posting such material online. Be aware that parent permission is required before posting material that includes any student under the age of 18. Remember that a signed Los Angeles Unified School District Parent/Guardian Publicity Authorization and Release is required to post any images or video of any student under 18 on school property or at school-sponsored activities. When signing a Publicity Authorization and Release form, parents should receive explicit notification if such material will be posted on a social media platform.
3. Students shall not share confidential information about themselves or others. Sharing personal information about oneself, family, peers or others can lead to safety and privacy concerns. Personal information includes (but is not limited to) one's full name, address, phone number, school, and birthday. (Refer to BUL-999.12, *Responsible & Acceptable Use Policy (RAUP) For District Computer Systems* and BUL-2469, *Pupil Records: Access, Confidentiality, and Notice of Educational Rights*, August 25, 2017.
4. Students must represent themselves honestly and ethically online and are not to mislead others by impersonating another person (student, staff, or any other person). (Refer to BUL-999.12, *Responsible Use Policy (RUP) For District Computer Systems*).
5. Students should be aware that all District employees are mandated reporters of suspected child abuse. BUL-1347.3, *Child Abuse and Neglect Reporting Requirements*, dated August 19, 2016. Should information posted on social media suggest that a minor is being abused or involved in sexual exploitation, or of danger to him/herself or others, District employees are required to report this

information to the appropriate authorities, BUL-1347.3, *Child Abuse and Neglect Reporting Requirements*, dated August 19, 2016, and BUL-5799.0, *Threat Assessment and Management (Student-to-Student, Student-to-Adult)*, dated July 16, 2012.

6. Students must restrict their access to age-appropriate, educational content when using District electronic devices or network resources. Accessing, producing, or posting inappropriate material may lead to serious consequences. The posting and sharing of sexually explicit images of minors (for example, sexting) is a serious crime and may constitute child abuse. Refer to BUL-6231.0, *Discipline Foundation Policy: School-Wide Positive Behavior Intervention and Support*, dated February 14, 2014 and BUL-1347.3, *Child Abuse and Neglect Reporting Requirements*, dated August 19, 2016.
7. Students must always behave lawfully and refrain from encouraging others to act unlawfully. Refer to BUL-6231.0, *Discipline Foundation Policy: School-Wide Positive Behavior Intervention and Support*, dated July 1, 2011 and BUL-5799.0, *Threat Assessment and Management*, dated July 16, 2011. Unlawful activities that can be conducted through social media includes (but is not limited to):
  - Threats
  - Drug Sale
  - Criminal Activity
  - Gang Activity and Communications
  - Cheating and Plagiarism
  - Forgery and Falsification
  - Sexual Harassment
  - Sexual Exploitation
  - Blackmail and Extortion
  - Prejudice and Hate Crimes
8. Students must take responsibility for helping to create a safe school environment on and offline by reporting bullying or hazing to a trusted District teacher or administrator. Students must refrain from participating or contributing to cyber bullying, which is bullying through digital means such as via text, image, video message, website post, social media activity, or other form of communication sent by an electronic device. Refer to BUL-5212.2, *Bullying and Hazing Policy: Student-to-Student and Student-to-Adult*, dated November 26, 2014; and BUL-3349.1, *Sexual Harassment Policy (Student-to-Student, Adult-to-Student and Student-to-Adult)*, dated August 6, 2014.
9. Students must produce original work and not misrepresent the work of others as their own. Students must use materials covered by a copyright only with permission. File sharing software and sites that encourage the illegal downloading of media are forbidden. Refer to BUL-999.12, *Responsible Use Policy (RUP) For District Computer System*, dated November 27, 2017.
10. All District students are expected to:
  - Be familiar with and follow the guidelines and the provision of this policy
  - Adhere to this Social Media Policy for Students