Community Relations

The Governing Board supports the use of online social media to facilitate District programs, departments and school sites in building a more successful parent, community, student and employee network. This document contains Escondido Union High School District's guidelines regarding the use of online social media.

1. Definitions:

"Social Media" includes the various online technology tools that enable people to communicate easily over the internet to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications. These websites not only provide information, but allows for interaction during this informational exchange through user-generated content.

"Technology" includes computers, notebooks, the Internet, telephones, cellular telephones, personal digital assistants, pagers, MP3 players, such as iPods, USB drives, wireless access points (routers), or any wireless communication device.

"District Technology" is that which is owned or provided by the District.

"Personal Technology" is non-District technology.

2. Official District Social Media Presence:

These guidelines are tailored primarily to social networking sites. Some examples include:

Facebook (http://www.facebook.com)

Hi5 (http://hi5.com/friend/displayHomePage.do)

Flickr (http://www.flickr.com/)

Twitter (http://www.twitter.com)

YouTube (http://www.youtube.com)

LinkedIn (http://www.linkedin.com)

Blogs (Web Logs)

Any District social media site

3. Off-Campus versus On-Campus Social Media and Internet Use Guidelines

Although students enjoy free speech rights guaranteed by the First Amendment to the United States Constitution, certain types of communication, typically by virtue of their subject-matter connection to campus, may relate enough to school to have ramifications for the author or subject at the District site.

When using District Technology, electronic communication is governed by the District acceptable use policy, which will be enforced accordingly. Students should not expect privacy in the contents of their personal files on the District's Internet system or other District technology, including email. District technology may only be used for educational purposes. Use for entertainment purposes, such as personal blogging, instant messaging, on-line shopping or gaming is not allowed. The use of District Technology is a privilege, not a right.

Use of Personal Technology may violate the District's acceptable use policy if the District reasonably believes the conduct or speech will cause actual, material disruption of school activities or a staff member's ability to perform his or her job duties.

Off-campus internet usage is largely unrelated to school; however, in certain circumstances courts have held that the off-campus online communications may be connected enough to campus to result in either student or staff-member discipline.

This section of the guidelines is intended to present students, parents, staff, and community members with examples of such situations, and guidelines for responsible, ethical internet use.

    a) Student Use of Technology

        i.   Personal Information – It is important for students to protect their personal contact information, which includes their full name, together with other information that would allow an individual to locate the student, including their family name, home address or location, school address or location, work address or location, or phone number.

        ii.   **Sharing Personal or another Person's Contact Information – Students shall not disclose their personal contact information or other people's personal contact information. Students are encouraged to follow these rules in their use of Personal Technology as well. The student may be disciplined if use of Personal Technology causes disruption to the school community.**

            ~~Using District Technology, Students shall not disclose their personal contact information or other people's personal contact information. Students are encouraged to follow these rules in their use of Personal Technology as well. If student use of Personal Technology causes disruption to the school community, the student may be disciplined.~~

iii.   Unauthorized Access/Hacking – Students shall not gain or attempt to gain unauthorized access to District Technology, or that of another individual. This includes going beyond the student's authorized access, attempting to log in through another person's account, impersonating another individual or a fictional individual online, and accessing another person's files.

iv.   Attempts to Damage Resources – Students shall not deliberately attempt to disrupt District Technology, or that of another individual. Examples include attempts to destroy or alter data, or spread computer viruses.

v.   Unlawful Activities – Students shall not use District Technology to engage in any unlawful act, including but not limited to, arranging for a drug sale or the purchase of alcohol; engaging in criminal gang activity; threatening the safety of any person; stealing; or cheating. Students are encouraged to follow these rules in their use of their Personal Technology as well. If student use of Personal Technology causes disruption to the school community, the student may be disciplined.

vi.   Inappropriate Language – Students shall not use obscene, profane, lewd, vulgar or threatening language using District Technology. Such use of Personal Technology may result in discipline if the District reasonably believes the conduct or speech will cause actual, material disruption of school activities.

vii.   Sexual Harassment – Students shall not use District Technology to engage in sexual harassment. **(See Education Code section 212.5)** Such use of Personal Technology may result in discipline if the District reasonably believes the conduct or speech will cause actual, material disruption of school activities.

viii.   Hate Violence – Students shall not use District Technology to engage in hate **violence. (See Education Code section 233)** Such use of Personal Technology may result in discipline if the District reasonably believes the conduct or speech will cause actual, material disruption of school activities.

ix.   ~~Harassment, Threats and Intimidation~~ **Harassment, Threats and Intimidation** – Students shall not use District or Personal technology to engage in "harassment, threats or intimidation" directed against District personnel or students. The phrase, "harassment, threats, or intimidation" is defined in Education Code section 48900.4.

x.   Cyberbullying – Students shall not engage in cyberbullying. Cyberbullying using District Technology is prohibited, as is Cyberbullying using Personal Technology when the District reasonably believes the conduct or speech will cause actual, material disruption of school activities. The term "Cyberbullying" will not be interpreted in a way that would infringe upon a student's right to engage in legally-protected speech or conduct. All students or others who experience, witness or become aware of cyberbullying shall immediately report it to a teacher or District administrator.

xi.   Obscene Photographs – Students may not send, share, view or possess pictures, text messages, e-mails or other material of an obscene nature in electronic or any other form of Personal Technology at school or school-related activities, or **when** using District Technology.

xii.   Cell Phones – The use of cellular phones, pagers, or electronic signaling devices by students on campus is permitted during normal school hours only with the express permission of the teacher. ~~Except as~~ **Unless** directed by a teacher, if a student brings such a device to school, it must remain off and must be stored in a locker, backpack, purse, pocket or other place where it is not visible during school hours. Students may use cell phones before and after school, and during lunch.

xiii.   If a cell phone is observed or heard by school staff during class, it will be confiscated. Repeated violations of this Policy may result in discipline. If the device is visible or rings during testing, it will be confiscated and the student may be removed from the test situation. Exceptions to this policy may be granted by the site administrator for purposes relating to the health needs of the student.

xiv.   When at school or during school activities, students may not photograph, videotape, or otherwise record individuals without their permission; Students may not take, possess or share obscene photographs or videos; Students may not photograph, videotape or otherwise record teacher-prepared materials, such as tests; Students are encouraged to follow these rules in their use of their Personal Technology. If student use of Personal Technology causes disruption to the school community, the student may be disciplined.

xv.   The District is not responsible for lost or stolen cell phones, ~~pages~~ **pagers**, or electronic signaling devices and may not investigate the loss or theft of such devices. The security of these devices is the student's sole responsibility.

xvi.   Plagiarism – Students may not plagiarize works they find on the Internet or elsewhere. Plagiarism is taking the ideas or writings of others and presenting them as if they were your own.

xvii.   Copyrights – Students may not inappropriately reproduce or share a work that is protected by copyright. Students may not quote extensively from any source without proper attribution and permission.

xviii.   Students may not make or share copies of copyrighted software, songs or albums, digital images, movies or other artistic works unless explicitly permitted by fair use provisions of copyright law. Unlawful peer-to-peer network file sharing may be a criminal offense.

xix.   System Security – Students are responsible for their individual District account and should take all reasonable precautions to prevent others from being able to use their account. Under no conditions should students provide their password to another person. Students shall immediately notify a teacher or administrator if they identify a security problem.

xx.   Resources Limits – Students shall not download large files without permission of a teacher or administrator. Students shall not misuse District or school distribution lists or discussion groups by sending irrelevant messages.

Because online content can be spread in mere seconds to a mass audience, the District encourages students to ask themselves before posting any information online whether they would be comfortable having this information printed in the newspaper alongside their photo.

If you would not bring it to a college admissions interview, do not post it online!

Legal References
EDUCATION CODE
32261 School safety, definitions of bullying and electronic act
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

WEB SITES
  CSBA: http://www.csba.org
  Facebook, privacy resources: http://www.facebook.com/fbprivacy

PROCEDURES:
  Student Handbook: Ethical Use Policy

Policy   ESCONDIDO UNION HIGH SCHOOL DISTRICT
Adopted: May 15, 2012   Escondido, California