

DESIGNED TO DISRUPT

Community Engagement and Outreach: Social Media

Board members may use social media as part of their commitment to inform, advocate and engage the public. Board members will observe the following points in all communication, including social media uses.

Confidentiality – Do not convey or discuss confidential information unless waived by the Board.

Brown Act – Do not engage in discussion and/or deliberation on topics that belong in a public meeting. Communicating through intermediaries or other Board members on social media can at times constitute a “meeting.”

Opinions – Be mindful to clarify when you are sharing your opinion, and when appropriate make clear it is not the opinion of the Board.

Privacy Rights – Be mindful that children/students have privacy rights. You should not post photos from site visits, class and school events that feature children without first reviewing with (note the proper person/position).

Tone Matters – We respect that fact that we represent the organization, and we will strive to keep our communication professional.

Engagement – A trustee can offer to meet with the person/persons who are expressing interest/concern or confusion online, and we agree to coordinate this outreach with the superintendent or designee to avoid surprises.

In all communication and community engagement, including social media, we commit to:

- Be accessible
- Listen
- Not argue with people or emotions
- Respond professional and respectfully
- Direct people to the proper source of information, including administration, teachers, staff and committees
- Set the right expectations for public discussions, including the fact that we will not discuss personnel or student matters online or in public

If social media reveals an emerging issue that would benefit from a response or engagement, trustees agree to contact (X) with this information. Further, we agree that attention to all social media conversations can become time consuming and counter-productive, therefore, we trust the superintendent to attend to the matter in a timely fashion, but we do not want it to interrupt the important work of running the district unless it is an emergency.

We agree that an "emergency" is a threat to life or property.

If social media conversations are "heating up" we can explore the following options:

- Superintendent to request a staff member will reach out to the community group
- Superintendent or designee, including a trustee, may reach out or post a clarifying message

This is a summary only and not legal advice. We advise you to consult with legal counsel to determine how this information may apply to your specific facts and circumstances.



