



# JURUPA UNIFIED SCHOOL DISTRICT

## Official Social Media Guidelines

### **Disclaimer (AR 1114)**

The views and comments expressed in these posts are those of the users and do not necessarily represent those of the Jurupa Unified School District.

### **Prohibited JUSD Content that will be Deleted or Removed (BP 1114) (AR 1114)**

Content that:

- Is obscene
- Violates school rules
- Substantially disrupts school's orderly operations
- Is inconsistent with the stated purpose of the site
- Is not relevant to the subject being discussed
- Violates the terms of service of the platform
- Violates copyright and trademark law
- Is not respectful, courteous, and professional
- Is discriminatory, harassing, or bullying
- Is of a commercial nature
- Is of a political nature

Staff and students who post prohibited content on official JUSD social media platforms may be subject to discipline in accordance with applicable law, district policies, and administrative regulations.

### **Must be Appropriate (AR 1114)**

Official JUSD social media platforms shall contain content that is appropriate for all audiences.

### **JUSD Social Media Guidelines (AR 1114)**

1. Platforms are monitored regularly.
2. Inappropriate posts are promptly removed.
3. Communications are respectful, courteous, and professional.
4. Users are personally responsible for the content of their posts and JUSD is not responsible for the content of users' posts or of external online platforms.
5. Any reference to a commercial product does not imply endorsement by JUSD.
6. Any violation of these guidelines should be reported to Robert Cmelak, Director of Communications and Leadership Development.
7. JUSD employees participating in official social media platforms shall adhere to all applicable district policies and procedures.
8. If asked, employees participating in official district social media platforms in their official capacity will identify themselves by name and district title.