

## Board Member Use of Social Media

AB-992 has clarified that a member of the Board “shall not respond directly to any communication on an internet-based social media platform regarding a matter that is within the subject matter jurisdiction of the legislative body that is made, posted, or shared by any other member of the legislative body.” This list provides recommended best practices for board members’ use of private social media platforms following passage of AB-992. This is not a comprehensive list of issues that may arise and any use of social media should adhere to all relevant board bylaws, policies and administrative regulations.

### Do’s:

- > Use the same professional and personal standards of honesty, respect and consideration that you use face-to-face.
- > Solicit information or feedback from the public regarding the District’s business.
- > Comment, forward, or like a post made by a member of the public, as long as that post is not about any specific piece of District business.
- > Be aware of other Board members commenting on the same page or post.
- > Assume that everything posted is public.
- > Consider adding a statement to social media profile pages that the views expressed may not reflect the views of the District and its employees or students.
- > Consider making a second account to communicate personal political opinions or adding a statement to political posts to clarify when it is a personal opinion.
- > If copyrighted material is posted, then post a notice crediting the original producer of the material and noting how and when permission to reprint the material was granted.

### Don’ts:

- > Comment, “like,” or interact in any way with any discussions or posts on which other Board members have already commented, “liked,” shared, or interacted if the topic is within the subject matter jurisdiction of the District.
- > Respond directly or indirectly to any communication from another board member on a social media platform if the topic is within the subject matter jurisdiction of the District.
- > Use digital icons to express reactions to communications made by other Board members if the topic is within the subject matter jurisdiction of the District.
- > Post confidential information of any kind.
- > Complain or air private grievances or information.
- > Publish photographs of students or student names or other personally identifiable information without the prior written consent of a student.
- > Block individuals based solely on their differing views as this could lead to claims of First Amendment violations.

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