



## Policy on the Use of Social Media

### 1. PURPOSE

The Coalition for Adequate School Housing (C.A.S.H.) has adopted the use of online media, including social media, to promote participation in C.A.S.H. activities and educate its members and the public on opportunities to support California public schools by working with C.A.S.H. C.A.S.H. encourages the use of online and social media to further the goals of the organization, its members and the stakeholders concerned with the adequacy of public school facilities and the need for continuing State school facilities funding. C.A.S.H. hopes that use of online and social media allows people to generate, organize, share, edit and comment on information and materials that are relevant to stakeholders in fields related to school facilities.

This policy defines C.A.S.H.'s expectations for proper conduct while accessing any Official C.A.S.H. Social Media Resources and for proper use of any content obtained for or through such media.

### 2. SCOPE

- a. This policy applies to all individuals and organizations, including C.A.S.H. staff and representatives of C.A.S.H., that access any Official C.A.S.H. Social Media Resources.
- b. This policy shall not be used to justify violations of the law, including but not limited to the First Amendment of the U.S. Constitution. If any provision of this policy conflicts with a provision of law, the provision of law will be followed.
- c. If a provision of this policy conflicts with a provision of a legally binding agreement (such as the terms of use of an online site), the provision of the legally binding agreement will be followed.
- d. If a provision of this policy conflicts with a provision of a policy that is incorporated by reference, the provision of this policy will be followed.
- e. This policy takes effect upon adoption by the Board and remains in effect until the Board takes action to modify or sunset it.
- f. Whenever possible, this policy is to be made available, at least via hyperlink, to the users of any Official C.A.S.H. Social Media Resources.

### 3. DEFINITIONS

- *Board* – Refers to the governing body of C.A.S.H.
- *C.A.S.H. Social Media Policy* – Refers to the policies contained herein and those incorporated by reference or other acts of the Board.
- *Official C.A.S.H. Social Media Resources* – Refers to any social media and social networking tools utilized for official business of C.A.S.H. Whenever possible, the biography and/or background information for a social media tool will say something to the effect of "This is an official resource of C.A.S.H."
- *Online Media* – Refers to materials [video, audio, text, multimedia, etc] that are published in a web-based environment. Environment may, but does not have to, allow peer-to-peer conversations and content exchanges.

- *Post [or Posting]* – Refers to an entry in a web-based tool.
- *Social Media* – Refers to user-created materials [video, audio, text, multimedia, etc] that are published and shared in a web-based environment that allows peer-to-peer conversations and content exchanges (examples are Facebook, LinkedIn, Twitter, YouTube, etc)
- *Social Networking* – Refers to the online interaction between groups of people. A key component of online social networking is the ability to engage in peer-to-peer conversations and content exchanges.

#### **4. RESPONSIBILITIES**

- a. C.A.S.H. Board and/or its Designee(s)
  - (1) Establish objectives for using social media.
  - (2) Approve policies associated with the use of social media.
  - (3) Approve the use of specific social networking tools (ex: Facebook, LinkedIn, YouTube, etc)
  - (4) Provide content, monitor posts and remove content as necessary to comply with applicable laws and policies.
  - (5) Provide a mechanism for users to report violations of this policy and address reported policy violations in a timely manner.
  - (6) Take all reasonable steps to ensure that content not owned by C.A.S.H. that is made available online by the Board or its designee(s) is done so with the expressed permission of the owner.
  - (7) As necessary, obtain waivers from individuals depicted in images and/or videos.
- b. Terms of Use
  - (1) Posted content should relate to facilities issues and school maintenance.
  - (2) Posts should be general in nature and not promotional pieces about a specific company or product.
  - (3) Content can be reprinted or reposted from other sources (get necessary permissions in advance of posting).
  - (4) Users are prohibited from posting content that could be considered offensive, threatening, illegal, or inflammatory.
  - (5) Campaign advocacy posts, commercial posts, advertisements, spam, or solicitations are not allowed.
  - (6) Users are asked to act courteously and self-police the community for inappropriate posts.
  - (7) The site owner reserves the right to monitor the site for inappropriate content, edit or remove posted material, or prohibit future participation for those violating site rules.
  - (8) Users should identify opinions as their own or as opinions of their organizations, as necessary, to avoid confusion over representations made online.
  - (9) Users should adhere to any policies established by their organizations. Remember that information posted online may be “discoverable” and/or fall under California Public Records Act (for posts made by governmental agencies). Please consult your organization’s own policies for limitations that your organization places upon you.

#### **5. ADMINISTRATION OF ONLINE RESOURCES**

- a. Unless otherwise specified or approved by the Board, Official C.A.S.H. Social Media Resources will be maintained by C.A.S.H. staff.
- b. C.A.S.H. staff will maintain a list of social media tools that are approved for use by the Board.
- c. C.A.S.H. staff will maintain, record and secure the login and password information for each social media tool.
- d. The Board may direct C.A.S.H. staff to immediately edit or remove content or remove a user from social media sites.

- e. Profile images for social media tools must be recognizable as being associated with C.A.S.H. (a C.A.S.H. logo would be appropriate).
- f. A Board member, employee or other designee authorized to post items to social media sites on behalf of C.A.S.H. shall not express his or her own personal views or concerns through such posts. Instead, posts on any of C.A.S.H.'s social media sites by an authorized designee shall only reflect the views of C.A.S.H. or include citations with reprints of views expressed by others.

## **6. DISCLAIMERS**

- a. C.A.S.H. reserves the right to terminate any online media site at any time without notice.
- b. C.A.S.H.'s use of online media is not limited to those activities associated with the goals that are explicitly stated in this document.
- c. C.A.S.H. is not responsible for content provided by individuals that access Official C.A.S.H. Social Media Resources. C.A.S.H. disclaims any and all responsibility and liability for any inappropriate materials posted by individuals not employed by or designated C.A.S.H.
- d. C.A.S.H. is not responsible for content, including but not limited to, advertisements or hyperlinks, over which C.A.S.H. has no control. C.A.S.H. does not endorse any hyperlink or advertisement placed on its social media sites by the social media site's owners, vendors, or partners. C.A.S.H. disclaims any and all responsibility and liability for any materials that it cannot control.
- e. C.A.S.H. reserves the right to change, modify, or amend all or part of this policy at any time.
- f. This policy does not require the use of online or social media tools by C.A.S.H., its members, its affiliates or other stakeholders.
- g. Comments posted on a website do not necessarily represent the opinions of C.A.S.H.
- h. Information contained on a website cannot be guaranteed as up-to-date, complete, or accurate.
- i. Information posted to a website should not be considered a substitute for professional research and personal judgment.