

KERN COUNTY SUPERINTENDENT OF SCHOOLS OFFICE

PERSONNEL

SOCIAL MEDIA GUIDELINES

The Kern County Superintendent of Schools recognizes the importance of using social media sites such as Facebook as a tool to quickly and cost-effectively connect to and share information with its stakeholders. To this end, the Kern County Superintendent of Schools Office has recently launched an official Facebook page, Twitter account and YouTube channel. The purpose of using these tools is to further share news and information about the Kern County Superintendent of Schools Office and public education in Kern County.

The following are guidelines regarding the use of social media. These guidelines will continue to evolve as new social media tools are introduced.

ESTABLISHING AND MAINTAINING SOCIAL MEDIA PLATFORMS

1. The Kern County Superintendent of Schools Office Communications Department manages the official social media platforms for this office. Only the Communications Department's staff members are authorized to post to the Kern County Superintendent of Schools Office's official social media platforms. These include:

<http://www.facebook.com/kcsos>

<https://twitter.com/kcsos>

<http://www.youtube.com/user/kcsoscomm>

2. No division or department of this office is permitted to create a stand-alone social media page or on-line presence. Division/department administrators are, however, encouraged to work directly with the Communications Department so updates can be made on the official Kern County Superintendent of Schools Office social media sites on their behalf.
3. Kern County Superintendent of Schools Office auxiliaries are permitted to manage their own stand-alone social media presences. (Such entities that currently have social media presences are Camp KEEP, CALM and Kern Cares). Permission to start such sites must be granted by the Kern County Superintendent of Schools Office Communications Department. Page administrators must clearly define long-term goals for their social media page, determine who will be responsible for regularly creating and adding content, and decide who will be responsible for monitoring and answering questions from the public, removing inappropriate comments, etc.
4. Kern County school districts are encouraged to have their own social media policies and procedures that govern use of social media usage. The office is happy to help a district spread news through the Kern County Superintendent of Schools Office's

social media platforms. However, a request must be made directly from a district superintendent or district public information officer.

5. The office welcomes and encourages engagement through its official social media sites (e.g., comments, photo tagging, retweets, etc.), as long as the use is in accordance with the Kern County Superintendent of Schools Office Acceptable Use Policy.
6. The office abides by Facebook's Statement of Rights & Responsibilities and asks that those who "like" the Kern County Superintendent of Schools Office on Facebook do the same. This office reserves the right to remove content or comments that:
 - Is defamatory, discriminatory, harassing, bullying, intimidating, hateful, libelous, obscene or may be considered hostile;
 - Contains unauthorized commercial solicitations, such as spam or include links to other sites;
 - Is clearly off topic and/or presents misinformation;
 - Advocates illegal activity;
 - Infringes on copyrights or trademarks.

EMPLOYEE TIPS FOR RESPONSIBLE SOCIAL MEDIA USE

1. Comments should be civil and not include information that will reflect negatively on Kern County Superintendent of Schools Office programs and services. Employees should be mindful that what is published online will potentially be archived for years.
2. All standard Human Resources' policies apply to interactions between colleagues across social media platforms.
3. Employees may never endorse a product or service or a particular political party or political issue while using Kern County Superintendent of Schools Office sponsored social media platforms.

LEGAL LIABILITY

Employees need to be aware that they are legally liable for anything they may write or present online. They can be sued by any individual or organization, including other Kern County Superintendent of Schools Office employees, who view such commentary, content or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

ADDITIONAL ASSISTANCE

For more information, or to request a post using the Kern County Superintendent of Schools Office official social media platforms, please contact Rob Meszaros, coordinator, Communications, at romeszaros@kern.org or (661) 636-4741.