

## **KERN COUNTY SUPERINTENDENT OF SCHOOLS OFFICE**

### **PERSONNEL**

#### **SOCIAL MEDIA GUIDELINES**

The Kern County Superintendent of Schools (KCSOS) recognizes the importance of using social media sites such as Instagram, Facebook, X (formerly Twitter), and others, to quickly and cost-effectively connect to and share information with community partners. The following are guidelines regarding the use of social media.

#### **SOCIAL MEDIA GUIDELINES**

1. The Communications Department of KCSOS manages the official social media platforms for this office. These include Facebook, X, Instagram, and Threads.
2. No division, department, or program of this office is permitted to create a stand-alone social media page or on-line presence without the approval of the Communications Department. Division/department administrators are, however, encouraged to work directly with the Communications Department so updates can be made on the official KCSOS social media channels.
3. When starting a personal social media account, KCSOS employees may not include “KCSOS” as part of the account username.
4. KCSOS employees may promote KCSOS events, programs, and other office-related content on their personal social media accounts. Employees who choose to do so should review and understand how SP 4260 Code of Ethics may apply to their conduct.
5. KCSOS reserves the right to remove content or comments on any official social media channel that:
  - Are defamatory, discriminatory, harassing, bullying, intimidating, hateful, libelous, obscene or may be considered hostile;
  - Contain unauthorized commercial solicitations, such as spam or include links to other sites;
  - Are clearly off topic and/or present misinformation;
  - Advocate illegal activity;
  - Infringe on copyrights or trademarks.
6. Employees who make comment on social media should be civil and not include information that will reflect negatively on the KCSOS. Employees should be mindful that what is published online will potentially be archived for years.
7. All standard Human Resources’ policies apply to interactions between colleagues across social media platforms.

8. Employees may never endorse a product or service or a particular political party or political issue while using KCSOS 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 KCSOS 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 KCSOS official social media platforms, please contact Rob Meszaros at [romeszaros@kern.org](mailto:romeszaros@kern.org) or (661) 636-4741.