Users of official District social media platforms should be aware of the public nature and accessibility of social media and that information posted may be considered a public record subject to disclosure under the Public Records Act.

Avoid connecting directly to students via texting, friending, or following on social media. (BP 5138)

Online platforms shall not be used by District employees to transmit confidential information about students, employees, or district operations.

Don't post photos or videos of fellow employees without their permission (E.C. 51512).

Do not use Orange Unified logos without authorization.

Do not speak on behalf of the District.

Set up accounts using your generic email (i.e. principal@orangeusd.org) instead of your individual OUSD account.

Respond to messages in a timely manner.

Use a different password for each account you have and change your password at least once a year.

Check out your analytic data to see what is most engaging to your audience.

Monitor your account for any suspicious activity or inappropriate posts.

Create a Facebook business page - not a user account named for your site. This cannot be changed once established.
SOCIAL MEDIA RESPONSE GUIDELINES

DISCOVER

WEB POSTING
You discover a post about OUSD. Is it positive and/or balanced?

YES

EVALUATE

CONCURRENCE
You can let the post stand or you can respond positively in support.

Do you want to respond?

NO

YES

MONITOR ONLY
Avoid responding to specific posts, monitor for relevant information and comments.

RESPOND

FIX THE FACTS
Do you wish to respond with the factual information directly on the comment board?

NO

YES

See response considerations at right

Contact the individual who made the posting directly. Consider posting an apology or response following a personal conversation.

NO

YES

WRITE A RESPONSE
(See response considerations at right)

Share a Positive Response
(See response considerations at right)

LET STAND
Let the post stand—no response

SHARE A POSITIVE RESPONSE
(See response considerations at right)

WRITE A POSITIVE RESPONSE
(See response considerations at right)

If the posting pertains to a District or school level issue with a potential to create a mass concern, contact the Educational Services Department or Superintendent’s Office prior to responding.

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714-628-4466 | 714-628-4487

CONNECT WITH US

@OrangeUnifiedCA
@OrangeUnifiedSchoolDistrictCA
@orangeusd
@OrangeUnifiedCA

USEFUL RESOURCES

• https://www.connectsafely.org/
• https://www.staysafeonline.org/
• https://internetsafety101.org/
• https://www.commonsensemedia.org/