Emerging platforms for online collaboration are fundamentally changing the way we can lead educators, support students, serve communities and take part in global conversations related to education. LACOE supports the use of online social media to help divisions and programs build more successful customer and community relations. This document contains LACOE’s guidelines regarding the use of online social media and will evolve as new tools on the web are introduced.

INSTRUCTIONS FOR OBTAINING AND USING SOCIAL MEDIA

1. Obtain the approval of the division director and follow the LACOE Publications Procedures for obtaining a LACOE Publications Identification Number (PIN #) for each site.

2. Obtain approval from the division director or designee before posting content.

3. Update the social media site weekly and refer to the LACOE Style Book for guidelines on clear writing. Any copyrighted or borrowed material should be clearly identified with citations and links. Posts should be fact checked (and spell-checked). Make a conscientious effort to ensure that content is accurate, truthful and free of factual error.

4. Place the following social media disclaimer on each site: The views expressed on this site are mine alone and do not necessarily reflect the views of the Los Angeles County Office of Education. The purpose of this site is… (then specify the purpose.)

5. Do not upload the LACOE logo on the social media site without specific approval from the Communications Department.

EMPLOYEE IDENTITY ONLINE

- Employees are responsible for what they post and personally accountable for any online activity conducted with a lacoe.edu email address.

- Employees must make it clear in any online postings (to Twitter, Facebook, blogs, etc.) that the views expressed are theirs only, as an expert in their field, and that they are not speaking on behalf of LACOE.

- Employees must maintain a clear distinction between their personal social media site(s) and any LACOE social media site.

- When discussing LACOE-related matters in online social media, employees should write in the first person and identify themselves by name and, if relevant, by LACOE title. Employees should be careful that their online profile and any posted content are consistent with how they wish to present themselves with colleagues and clients.

- Employees should be aware that all their online activity is public, and all content therefore falls under the California Public Records Act. (Refer to the “LACOE Guidelines for Records Request Made Under the California Public Records Act” document located on the mylacoe.edu website.)

- Employees must maintain strict accuracy in any posted bios and avoid false or misleading statements or embellishment of online credentials.

YOUR LEGAL LIABILITY COMPONENT

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 LACOE employees, that views such commentary, content or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

CONFIDENTIALITY AND PRIVACY

Respect the privacy of management and staff and the opinions of others. Before sharing a comment, post, picture or video, obtain their permission first.

ADDITIONAL ASSISTANCE

For more info or help in developing your programs social media site, contact the Communications Dept. at: (562) 401-5577 or Communications@lacoe.edu