



Use of Communications for #RedforEd

Use of District Email System by Outside Groups

- Unless the school district typically allows outside groups to use its email system to directly advertise or promote the group's activities, it should not allow outside #RedforEd groups to do so
- If allowed, the District must require payment for the use of the system

Use of District Email System By "Inside" Groups

- If the District already permits its local education group(s) to use its email system to communicate with members / staff at large re: meetings, information on educational issues, then the District can likely lawfully permit usage to share information about #RedforEd activities.
- No communication on District email re: ballot measures (e.g. SOS)
- No communication on District email re: activities that will disrupt the educational mission or activities of the District (e.g. sick outs, strikes)

Distribution of Flyers

- Per A.R.S. §15-511, no distribution of flyers to students allowed
- Require compliance with Governing Board Policy re: flyer distribution (ASBA Policy KHC)

Use of District / School Social Media

- There is no Arizona statute directly on point
- Consult Board Policy GBEF (Staff Use of Digital Communications and Electronic Devices) and User Agreement
- One concern: Does the photo or other posting of #RedforEd activities constitute (or appear to constitute) an attempt to influence the political activities of subordinate staff?

- Some postings may be appropriate (e.g. photo of a teacher wearing a red shirt) and some not
- A safer option is for employees to post photos, etc. to their personal social media sites

Signs in or on Vehicles

- Anyone who is authorized to have their vehicle on District or school lots may have signs or bumper stickers on their vehicles
- Exception: Vehicles with signage may not be left on the premises day and night and may not amount to a “billboard on wheels”

Signs During Drop-off and Pick-up

- A.R.S. § 23-1322 (Unlawful picketing) may apply
- Student drop-off and pick-up occurs during working and school hours. Thus, neither employees nor outside groups should hold signs on District/ school property during drop off and pick up

Use of Public Sidewalks

- The District may be required to permit 1st Amendment activities on public sidewalks, which are considered to be traditional public forums
- Districts may impose reasonable time, place and manner restrictions to promote health, welfare and safety

PTO Involvement with #RedforEd

- School districts do not have any authority over the PTO’s participation in the #RedforEd movement
- PTOs must use caution not to jeopardize their 501c3 status