

North Carolina EFNEP Social Media Guidelines

This document gives guidance to the publication of and commentary on social media by employees of NC EFNEP. For the purposes of this document, social media means any facility for online publication and commentary, including without limitation: blogs, wikis, social networking sites such as Facebook, Twitter, and YouTube. This document is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet, including NCCE Social Media Strategy and Best Practices, which can be found at: http://intranet.ces.ncsu.edu/images/f/f6/NCCE_socialmedia.pdf.

EFNEP employees are free to publish or comment via social media. These guidelines will help employees communicate on behalf of EFNEP through social media in a consistent and coordinated way. EFNEP employees are encouraged to use these guidelines to the extent they identify themselves as an EFNEP employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to EFNEP).

EFNEP social media site(s) will be administered at the state level. Employees are encouraged to like and comment on EFNEP posts. Additionally, employees may add content to social media where appropriate.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that EFNEP employees must otherwise follow.

Setting up Social Media

Social media identities, logon ID's and user names may not use EFNEP's name without prior approval from the NC EFNEP State Coordinator.

The NC Social Media Committee will create and maintain standard content on all social media platforms. Social Media Co-managers retain administrator rights on all pages and have access to content on all pages. Employees are encouraged to add additional content specific to county and EFNEP programming. NC EFNEP will retain a minimum of 2 co-managers for all social media sites administered on behalf of NC EFNEP. When employment with NC EFNEP ends, administrator rights also end. Check the section, *Social Media Tips*, in this document for more information.

Protect your own privacy

You are permitted to use your personal social media account or a professional social media account. Don't be afraid to be yourself. People want to communicate with a real person. Being able to identify the person behind the message is important to building a relationship. Likewise, be open about your affiliation with EFNEP and NCCE.

- If using a **personal account** to communicate as a professional, privacy settings on social media platforms should be set to the level you are most comfortable sharing with the

public. Be mindful of posting information that you would not want the public to see. Remember, whatever is posted on the Internet is there forever. Questions on how to change security settings may be directed to the NC Social Media Managers.

- While not mandatory, it is strongly suggested you do not “friend” participants. If a participant “friends” you, you may use your best judgment whether or not to accept.
- If you are using a **professional account**, privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the EFNEP website and/or your county website. Be professional, courteous, and respectful of others, just as you would in the real world.
 - Keep this account separate from your personal account. Use a different email login and password.

Be Honest

Do not post anonymously, use pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for EFNEP. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

- If using your personal account to respond on social media, always identify who you are (e.g. “Hi [name of participant], this is [name of EFNEP employee]). All posts from the EFNEP county pages must identify the speaker (e.g. “Hi, this is [PA name]...”).

Don't Tell Secrets

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details of current projects, financial information, research, and identities of any EFNEP participant.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. This includes photographs, videos, and other media. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. When in doubt, ask the Social Media Managers.

Respect your audience, EFNEP, and your coworkers

The public and EFNEP's employees and participants, reflect a diverse set of customs, values and points of view. Avoid saying anything contradictory or in conflict with the EFNEP website. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of EFNEP.

Protect EFNEP participants

EFNEP participants should never be cited or obviously referenced without their explicit approval. Never identify a participant by name without permission and never discuss confidential details of any participant. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a participant so long as the information provided does not violate anyone's confidentiality or make it possible for someone to identify the participant.

- Photos and other media: You must obtain and keep a copy of Photo Release for any person who appears on the social media accounts. (See appendix A). A copy of the Photo Release must be sent to the State Office.
- Do not tag participants.

When in doubt, ask the Social Media Managers.

Staying Positive

If you see misrepresentations made about EFNEP in social media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments.

If you notice arguments or negative comments on the EFNEP Facebook page, you may intervene with a brief comment to discourage conflict, so long as the comment is positive and does not take a side in the argument.

Suggestions for positive comments:

- "Try this source for information regarding...."
- "This might be a question to ask a professional. Can I get back to you?"
- "Nutrition information can be confusing."

If you are unsure how to intervene or feel uncomfortable intervening, please notify the Social Media Managers immediately via email with the subject line "URGENT: Social Media Attention Needed."

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Don't forget your day job.

NC EFNEP's purpose in utilizing social media is to assist you in recruitment and retention of participants, encourage participants as they make positive changes, serve as a resource to participants for nutrition information that supplements what they learn in class; and promote EFNEP to partnering agencies. As such, NC EFNEP has taken great care to assure that your participation does not interfere with face-to-face delivery of nutrition education with families and youth. Think of social media the same as you would think about how you use your email.

Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

Quality matters. Use a spell-checker. Write in simple language. Remember our audience includes not only participants, but also community partners, university faculty, and other professionals.

Avoid writing lengthy posts or posts with jargon.

Engagement on the Facebook page is encouraged; if someone posts an accomplishment, respond with positive feedback.

Do not promote a store or brand.

Facebook post ideas:

- If you are grocery shopping and see a sale on a healthy item, identify the store location and sale (e.g. "Broccoli is in season. What's the lowest price you have found?")
- If you are craving a certain unhealthy food, but choose a healthy alternative snack (e.g. "I was craving French fries driving home from work—but instead snacked on a bag of carrot sticks I had packed in my purse!")
- My kids loved the mashed potato and cauliflower I made for dinner from this week's Recipe of the Week!
- Does anyone have a favorite healthy, on-the-go breakfast item?
- My goal this week is to go for a walk after dinner every night! Does anyone want to join me in the challenge?

Enforcement

These guidelines are developed to assure that NC EFNEP Social Media aligns with the social media policy of our land-grant universities and our organization. Additionally, these guidelines are established to assure that the participants of EFNEP and the reputation of the program are protected. Violations of these guidelines and/or of policies of affiliated entities will be subject to disciplinary action, up to and including termination for cause.

When in doubt, ask the Social Media Managers!

For questions and concerns, please contact the State Coordinators for EFNEP and the Social Media Co-managers:

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PHOTO RELEASE

I, the undersigned, hereby authorize North Carolina State University, North Carolina A&T State University, and the North Carolina Cooperative Extension Service to use photographs, video or audio, which I have voluntarily allowed to be taken by University representatives. I understand that such use may include but shall not be limited to publications, slide shows, newspaper articles, websites, social media (including but not limited to Facebook, YouTube, Twitter, Instagram) or displays.

I hereby waive the right to which I or my heirs may otherwise be entitled by law to assert against the University on account of injury sustained by my reputation arising from causes of action including but not limited to libel, slander, defamation of character and invasion of privacy as a result of such publications and hereby release the University from any liability on account of such injury.

I fully understand the comprehensive nature of this release and voluntarily consent to sign it.

Print Name _____

Signature _____

Date _____

For Minors Only

Name of Minor(s) _____
(Please Print)

Parent/Legal Guardian _____
(Please Print)

Signed _____ Date _____
Parent or Legal Guardian