

National Extension Association of Family & Consumer Sciences Social Media Policy

Introduction

Social media are communication tools that have a powerful impact on NEAFCS and the family and consumer sciences profession. These tools give NEAFCS members a means of online networking.

The use of social media may blur the lines between personal opinion and professional opinion. Therefore, NEAFCS has established the following policies to clarify how to best elevate and protect NEAFCS, as well as our respective universities and/or businesses.

Definition

Social media are defined as online means of communications through social interaction. Social media includes all of the interaction between people online – all the ways they participate in and share information, knowledge, and opinions while using web-based applications to communicate. The presence of NEAFCS on the social media network includes but is not limited to Facebook, Twitter, LinkedIn, Pinterest, blogs, forums, Instagram, YouTube.

Purpose

The purpose of social media usage of NEAFCS is to further our mission to educate and recognize Extension professionals who impact the quality of life for individuals, families and communities.

Members are encouraged to use the NEAFCS social media network to-

1. Promote relevance and impact of their programming and profession.
2. Share professional resources.

3. Promote NEAFCS events and resources (reminders, photos, videos, links).
4. Drive website traffic of members.
5. Enhance member benefits, networking.

Policies and Guidelines for all Social Media Sites

1. All NEAFCS presence on a public social media network (Facebook, Twitter, LinkedIn, Pinterest, etc.) must be approved by the NEAFCS Executive Director and/or NEAFCS Executive Board.
2. NEAFCS reserves the right to monitor, restrict, prohibit, block, suspend, delete or discontinue a member's access to any social media site approved by NEAFCS, at any time, without notice and for any reason and at its sole discretion. NEAFCS may remove, delete, block, filter, or restrict by any means any materials at NEAFCS' sole discretion. Any further action deemed necessary will be taken at the discretion of the NEAFCS Board.
3. Requests to post information from NEAFCS sponsors, exhibitors, partner members and/or speakers at annual sessions will be reviewed by the NEAFCS Executive Board.
4. Refrain from posting any content, photos, videos or links that are obscene, profane, offensive, threatening, unlawful or abusive. Show respect to all persons on the basis of their age, color, creed, disability, group affiliation, national origin, race, religion, sex or sexual orientation.
5. Refrain from posting "spam" of any kind.
6. Refrain from posting photos with any alcoholic beverages.
7. Respect privacy and safety. Do not post photos and identifying information about others unless you have their written consent. Never share identifying information about children.
8. Posting advertisements of any kind will require approval of the NEAFCS Board.
9. Posts related to non-NEAFCS fundraisers, endorsements of products or services, contests, requests for contributions or solicitations are prohibited and must be approved in advance by the NEAFCS board. ^a

10. Refrain from negative comments and criticisms. Members are responsible for all posts, comments.
11. Adhere to University regulations, policies and procedures for employees' activities, in respect to recommendations, political activity, computer use/time, and photography/video use, as applicable.
12. Understand and use privacy settings on social media sites. NEAFCS social media are for professional content, not personal content.
13. Adhere to copyright law and fair use law. Do not share information, images, etc., that are copyrighted or are the intellectual property of anyone other than you. Use ethical judgment.
14. Write in first person. When a member communicates through social media, unless authorized to speak on behalf of NEAFCS, the member is representing himself/herself. The member may need to clarify that he/she is speaking as an individual and not on behalf of NEAFCS. In those circumstances, the member may include a disclaimer such as: "The views expressed in my post are my own and do not reflect the views of my employer or NEAFCS." The NEAFCS member should consider adding this language in an "About Me" section of his/her social media profile.

^a Any content related to political lobbying that is not part of NEAFCS Public Affairs Advocacy is prohibited.

This policy is subject to change without disclosure. Members are responsible to frequently return to the policy to check for updates.