

Harvey County Social Media-Standards, Policy, and Best Practices

Purpose

The intended purpose of using social media sites is to disseminate information from Harvey County Extension/4-H to the public about Harvey County Extension/4-H and its related programs, events, and activities in a civil and unbiased manner. The following standards, policies, and best practices are designed to address the establishment and use of social media by Harvey County Extension employees and its sponsored organizations to engage and convey information to the public. Employees and volunteers who fail to conduct themselves appropriately shall be subject to disciplinary action.

Use

All media, posts, tags, and other associated terms and actions from social media outlets are representative of the employees of Harvey County Extension and Kansas State University Extension. All Harvey County-related social media activity should be conducted through a designated, County-sponsored social media account. All social media accounts will have at least two individuals logged in as admins. These individuals should be the communications manager and the director of Harvey County Extension, but could be any two employees of Harvey County Extension/Kansas State University.

This policy also extends to 4-H-related pages, where screened, approved, direct volunteers will serve as the account's admin. The 4-H agent should either be an account admin or be within the group monitoring activity.

Employees and volunteers from our sponsored organizations shall not:

1. Transmit, post, or willingly receive correspondence, text, graphics, movies, sounds, or other media that contain: profanity, advocacy of the use or possession of illegal substances or alcoholic beverages, advocacy of the illegal use or the illegal possession of weapons, or solicitation or the advocacy of sexual misconduct.
2. Attempt to gain access to areas, information, servers, domains, or other material to which expressed permission has not been given or intentionally violate the laws governing copyrighted, protected, or trademarked material or images such as the 4-H emblem.
3. Harass others using technology. Harassment by e-mail, chats, comments, or otherwise shall not be tolerated. This includes but is not limited to harassment based upon race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity and expression, religion, creed, age, ancestry, disability, genetic information, familial status, public assistance status, military status, or veteran status.

4. Misrepresent or assist someone else in misrepresenting his or her true identity to others through technology. Those who represent the Harvey County Extension and its programming through technology should do so under their own identity.
5. When using social media personally, do not incorporate the County or Extension's name into your username or use any official Extension logo, copyrighted image, or work-related email address, and do not assert that you are speaking for the County or Extension.
6. Comments containing any of the following inappropriate forms of content shall not be permitted on County-sponsored or hosted social media sites when communicating with each other or with youth involved in extension programming. This type of activity should be reported to the County employee's immediate supervisor and removed from the County-sponsored or hosted social media sites. Employees or volunteers from County-sponsored organizations who post content of this type will be subject to removal and/or restriction from County-sponsored sites, as well as disciplinary action. Examples of inappropriate forms of content include, but are not limited to:
 - a. Profane, vulgar, or obscene comments
 - b. Sexual content or links to sexual content
 - c. Comments not related to the original topic
 - d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity and expression, religion, creed, age, ancestry, disability, genetic information, familial status, public assistance status, military status, or veteran status
 - e. Defamatory or personal attacks
 - f. Threats to any person or organization
 - g. Comments in support of, or in opposition to, any political campaigns or ballot measures
 - h. Solicitation of commerce, including but not limited to advertising of any business or product for sale
 - i. Conduct in violation of any federal, state, or local law
 - j. Encouragement of illegal activity
 - k. Information that may tend to compromise the safety or security of the public or public systems
 - l. Content that violates a legal ownership interest, such as a copyright, of any party
7. Comments that contain the following protected information should be immediately removed. Protected information includes the following:
 - a. Social security numbers
 - b. Financial account numbers

- c. Dates of birth
 - d. First and Last names of minor children
 - e. Individual taxpayer identification numbers
 - f. Personal identification numbers
 - g. Other unique identifying numbers
8. Except in an emergency, employees and recognized volunteers may not transmit any personal information, such as a minor's name, phone number, email address, or photograph, pertaining to any youth involved in extension programming or any other public group method of electronic communication without the consent of the youth participant's parents or guardians.
 9. Employees working with youth involved in extension programming who become aware of possible child abuse through electronic media must immediately notify their immediate supervisor so that the proper authorities can be contacted.
 10. All 4-H-related content, pages, and social media accounts should follow Kansas 4-H policies and Kansas 4-H best practices for 4-H Publicity.
 11. This social media policy is to be made available to users on any County-hosted or maintained social media site.
 12. Kansas State University Extension co-branding shall be used on all social media accounts to confirm the authenticity of the site. Wherever possible, County social media sites should link to the official County website for forms, documents, online services, and other information needed to conduct business with Harvey County Extension.
 13. The County website at <http://www.harvey.k-state.edu> will remain the County's primary and predominant internet presence.

Best Management Practices

Harvey County Extension and volunteers will use these best management practices (BMP) when handling social media on their accounts. Employees and volunteers who fail to utilize BMP appropriately shall be subject to disciplinary action.

- When working with partner organizations, it is best to tag them within the post, instead of the individual who is partnered with us.
- When posting names, it is best to utilize ONLY their first name.
- If consent has not been granted, especially by youth, and you still need to include or announce/print results, use the following:
 - A 4-H member from _____ 4-H Club
 - OR
 - First name initial, last name initial Participant from _____ 4-H Club.
(Example: Anne Pitts would be: A.P. participant from the Halstead 4-H Club.)
- On all social media accounts, filters should be placed for inappropriate comments. This includes but is not limited to:
 - Profane, vulgar, or obscene comments
 - Sexual content or links to sexual content
 - Comments not related to the original topic
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity and expression, religion, creed, age, ancestry, disability, genetic information, familial status, public assistance status, military status, or veteran status
 - Defamatory or personal attacks
 - Threats to any person or organization
 - Solicitation of commerce, including but not limited to advertising of any business or product for sale
 - Conduct in violation of any federal, state, or local law
 - Encouragement of illegal activity
 - Information that may tend to compromise the safety or security of the public or public systems
 - Content that violates a legal ownership interest, such as a copyright, of any party
- If filters do not catch the above list, Harvey County Extension can do the following:
 - Delete or hide the comment
 - Turn off the comments
 - Block the account

- Delete the post
- When comments make it past the filter and action needs to be taken, the communication manager, local unit director, and agent whose content it pertains to will make the final decision.