

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 purpose 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, Instagram, Pinterest, and YouTube. This document is in addition to and complements any existing or future policies regarding the use of technology, computers, email, and the internet, including NCCE Marketing Resources, and the included [Social Media Assets](#).

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). 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.

Managing social media accounts is not a requirement for program assistants. However, program promotion is a component of your evaluation. Alternate efforts can be made to fulfill this component of your evaluation. Content can be shared to your county social media pages, county website, local newspaper, or other local publications or television pieces when appropriate.

Setting up social media

Social media identities, login ID's, and user names may not use EFNEP's name without prior approval from the NC EFNEP Social Media Manager. Custom EFNEP branded profile pictures and cover photos for all social media accounts will be provided by the social media manager when your account is made. These images should not be changed without prior approval. It is required that the NC EFNEP Social Media Manager retains an accurate and updated password for all EFNEP social media accounts. If for any reason you change your account password, the new password



must be shared with the Social Media Manager immediately. When employment with NC EFNEP ends, access to these accounts will also end.

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 in your county. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. Be smart about protecting yourself and your privacy by considering the content carefully and being cautious about disclosing personal details.

Protect your own privacy

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 when building a relationship. Likewise, be open about your affiliation with EFNEP and NCCE. 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 EFNEP Social Media Manager.

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 participants.

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's mission and purpose.. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and 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 you express are yours alone and do not represent the official views of EFNEP.



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 - it is better to remove it immediately to lessen the possibility of legal action.

Don't forget your day job.

NC EFNEP's purpose in utilizing social media is to assist you in the recruitment and retention of participants, encouraging participants as they make positive changes, serving as a resource to participants for health information that supplements what they learn in class; and promote EFNEP to partnering agencies. Social media can be a successful tool if used properly; however, your time spent on social media should not interfere with your required job duties.

Content

When posting to NC EFNEP Social Media accounts, make sure that you are sharing reliable and research-based information. There is a wide array of reliable information from NCSU and A&T as well as other Land Grant Universities across the nation. Look for information that comes from reliable websites ending in *.gov*, *.org*, and *.edu*. Any content that is not from a reliable research-based source should receive approval from your Regional Nutrition Extension Associate (RNEA) prior to posting. An exception to this rule could be for recipes that fit within our guidelines that you have tested yourself. See our recipe posting guidelines and more in the [appendix document](#). Additionally, all flyers for promotion should follow our Flyers [guidelines](#) and receive prior approval from your RNEA.

Sharing appropriate recipes and food from your programs or personal meals is a great way to connect with viewers. When doing so, it is important not to post or promote specific brands or stores. Identifying, promoting, or endorsing goods or services should be avoided.

Stay positive

If you see misrepresentations made about EFNEP on social media, you may point that out. Always do so respectfully 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 an EFNEP account, 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. If you are unsure how to intervene or feel uncomfortable intervening, please notify the NC EFNEP Social Media Manager immediately via email with the subject line "URGENT: Social Media Attention Needed."

Suggestions for positive comments:

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

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 NC EFNEP Social Media Manager. If you are posting something that you did not create, make sure you have permission to post it. There are several copyright free sources available ([Pixabay](#), [Unsplash](#), [Foodies](#), etc.)

Protect EFNEP participants

EFNEP participants should never be cited or obviously referenced without their explicit approval. Never identify a participant by name without their permission and never discuss confidential details of any participant (this includes tagging participants on social media). 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. Do not mention or tag your location (school name, address etc.) when posting a picture unless you have a signed photo release for everyone visible in the picture. When in doubt, ask the NC EFNEP Social Media Manager.

Photo Releases

When posting pictures of anyone that is not NCSU or A&T staff, it is crucial that you have a signed photo release on file for these individuals. For adult EFNEP participants,



a signed copy of the adult entry form is sufficient. Make sure you are aware which participants did not sign the photo release portion of the entry form. For youth participants, a separate photo release is needed and requires a guardian's signature. A copy of this photo release can be found on our website and on the [intranet](#). This is the only approved photo release for youth participants - a copy of a school or other organizations photo release will **not** suffice. Prior to posting photos in any way, you **must upload a copy of the photo and a copy of the photo release(s)** (or the signed photo release on the last page of the adult entry form) for all individuals pictured in the photo. These items must be uploaded directly to your google drive [county folder](#) prior to posting.

If you are unable to obtain a photo release from participants, you can post images and videos *only* if they do not show a participant's face in any way. Additionally, if you do not have a photo release you should not state your specific location. For example, do not post "*Lakewood Elementary School second grade students...*" Instead, you could write "*local elementary school students in Caswell county...*"

There are many ways you can capture engaging photos of participants without showing their faces. Try taking photos of participants hand's preparing food, finished recipes, or physical activity with only the back of their heads showing.

Approved photo examples (no photo release required):



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. They are established to assure that the participants of EFNEP and the reputation of the program are protected. Violations of these guidelines and/or of the policies of affiliated entities will be subject to disciplinary action, from revoking your access to these platforms up to and including termination for cause.

When in doubt, ask the NC EFNEP Social Media Manager!

For questions & concerns, please contact the NC EFNEP Social Media Manager:

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For more social media tips and best practices please review the [Social Media Appendix](#)

