Social Media Policy

Social media in its varied and expanding iterations (Facebook, YouTube, Twitter, etc.) can be an effective and powerful communications tool. Unfortunately, it can also create unintended, irreparable and instantaneous harm. Unlike other digital media, social media oftentimes blurs the line between professional and personal use. People associate you with KUED, even with a personal account. With social media’s capacity to reach the entire world in an instant, great care must be taken when using social media so that you protect yourself and KUED’s trusted brand.

As such, careful consideration must be taken before publishing anything electronically on behalf of KUED or the University of Utah. Only specified staff members at the station may do so. Even when used while off-duty, KUED staff members are responsible for the content they post or promote in personal accounts. Staff members may be subject to disciplinary action for generating or promoting content that is negative, offensive or disruptive to its employees, funders or stakeholders. Disciplinary action may range from a warning to termination from employment.

As stated in the “Public Media Code of Integrity,” which can be found at http://www.kued.org/about/code-of-integrity, KUED “(e)xpect(s) employees to uphold public media’s integrity in their personal as well as their professional lives, understanding that employee actions, even when “off the clock,” affect trust, integrity, credibility, and impartiality.”

In addition to the following guidelines, employees should refer to University Regulations Library policies – including but not limited to 5-111 “Corrective Action and Termination Policy for Staff”, 5-205 “Code of Conduct for Staff”, and 5-106 “Equal Opportunity and Nondiscrimination Employment.”
Guidelines for Use of Social Media by KUED Staff Members

To avoid undesired consequences, KUED staff members should consider the following as they use social media in any form:

- KUED supports and encourages its employees to engage and participate in this evolving sphere of exchange and interaction. However, KUED asks all employees to exercise sound judgment to prevent online social media sites from becoming a distraction while at work.

- If you post content concerning KUED or the University of Utah, make it clear that you do not represent either entity, and that the content you are posting does not represent their views.

- If you have any questions about permissions to post on official KUED accounts, talk with your manager.

- If you are in a position that involves confidential information, never disclose this or intimate you have sensitive information. KUED and/or the University of Utah may take action against you for disclosures of confidential information.

- Realize that you may be subject to disciplinary action for posting or promoting content that has a negative or disruptive impact on your employer(s). This action may range from a warning to termination of employment.

- Be cognizant of all content you post including that which you forward or link to. Aim to have your content reflect positively on you. *(See excerpt from the Public Media Code of Editorial Integrity below.)*

- Be respectful and courteous. Share content that is not offensive to others. Although you may only intend a small group to see your posts, they are available to a much larger audience.

- Employers often use social media to evaluate applicants. Posting inappropriate content may hinder future job opportunities, and/or opportunities for advancement.

- Once you have published something via social media, it is out of your control so be mindful of what you post. Posted items can easily be seen, reposted, saved or forwarded to others and practically impossible to retract.
Here are some additional recommendations:

**DO:**

Share tweets, Facebook posts and links from KUED Channel 7’s official social media accounts, as you desire, on your personal account. Encourage your friends and followers to “like” or follow KUED’s official social media pages. Treat others in the digital sphere as you would like to be treated and be aware that nothing on the web is truly private nor is anyone truly anonymous. Additionally, use privacy settings when appropriate.

**DON’T:**

Give the appearance that you have authority to speak on behalf of KUED or the University of Utah, endorse or review products using your KUED identification, misrepresent yourself or your role at KUED.

Again, social media has the potential to be a powerful, positive force for you personally and for KUED. With care and consideration, it can be a highly useful tool for good by forming relationships and creating dialogue. We encourage you to understand its applications and use it. If you are unsure of any of these expectations, guidelines or have further questions, please contact your manager at KUED.

_from the Local Public Media Organizations Code of Editorial Integrity, found at http://www.pmintegrity.org/#9_

**All public media employees should:**

Aspire to high standards of integrity and ethics in their personal lives, including dealings with friends and associates, public behavior, and use of social media.

Be alert and sensitive to conflicts of interest between personal interests (including family members) and their professional public media responsibility.

Make a distinction between communications that are part of professional public media responsibilities and all other communications.

Exercise careful judgment about, limit, and in some cases forego, engaging in partisan activities or advocacy regarding controversial issues of public importance.
Official Guidelines for KUED-Owned Social Media Accounts

- All social media posts should be created and executed under the direction and approval of the social media coordinator and/or Director of Digital Media.
- Posts should be limited to those associated with KUED programming, productions, education and outreach efforts, and community partner collaborations unless otherwise approved by social media coordinator.
- Treat all KUED social media posts as official comments and statements from the station.
- We accept and encourage KUED employee input on social media content. If employees see engaging and relevant content about KUED or PBS programming, or have creative ideas for promotions or posts, we encourage them to forward it to the social media coordinator.
- Unless otherwise discussed, content producers are responsible for delivering social media content such as photos, videos, blog posts, etc. to the social media coordinator. If any assistance is needed creating these materials, content producers should contact the social media coordinator for input.
- Whenever possible use source material from PBS or KUED, but seek out engaging content from external sources when appropriate. When using external content, ensure correct credit is given to the source. Provide a link to the source when appropriate.
- Be cautious in using images that have been posted online by others. Do not assume they have obtained necessary permissions, or that those permissions extend to you.
- Obtain or verify approval for use of promos, pictures or other materials before posting.
- Reply to comments and questions in a timely and courteous manner. Be respectful to those who post questions, comments or posts on KUED social media pages.
- Reflect KUED’s brand as Utah’s best storyteller. Be consistent with KUED’s mission, vision, and values.
- Maintain professional persona in tweets and posts.
- Conduct yourself in a manner that inspires confidence in KUED as an independent, fair, unbiased, accurate, media organization. When using KUED forums such as Facebook and Twitter, use good judgment, balance and fairness in choosing whom to “friend” and “follow”.
- Be thoughtful when determining whether to pass along information being reported on social media sites by other news outlets or individuals. Ensure that all giveaways and promotions adhere to the rules and guidelines of the participating social media site, state and federal laws, and applicable University and KUED policies.