**Social Media Guidelines for Youth Programs / Camps**

The University of Kansas understands the widespread use of social media platforms (including but not limited to Facebook, Twitter, YouTube, LinkedIn, Instagram, Google, blogs, etc. via computers, cell phones, tablets and other devices). However, we ask Youth Program / Camp employees, volunteers, and participants to adhere to the following guidelines:

* Using social media outlets for university youth programs/camp-related purposes during work hours is acceptable. Volunteers should refrain from using social media outlets for purposes that do not bring value to the university during work hours. Staff should not use social media during operating hours when supervising youth, or when parents and visitors are present.
* You should never share any information that is confidential in nature, including names of individual youth program / camp members, the substance of internal, confidential communications, etc.
* Your online presence reflects on the University of Kansas. Your actions captured via images, posts, or comments should not reflect negatively on the university.
* Personal blogs should have clear disclaimers that the views expressed by the author in the blog are the author’s alone. Be clear and write in the first person. Make your writing clear that you are speaking for yourself and not on behalf of the university
* Respect copyright laws, and reference or cite sources appropriately. Plagiarism applies online as well.
* Be respectful to the university employees, youth program / camp members and volunteers while using social media.
* University logos and trademarks may not be used without written consent.
* KU Staff members or volunteers who have authority positions should be aware of and follow the “**KU Procedures for the Board of Regents Social Media Policy**”.
* Always be conscious of pictures posted that include the university, its logo or trademark (shirts, name tags, etc.). They should always reflect positively on the university.
* Respect privacy and confidentiality obligations when posting photos or videos. Consent must be obtained from parents / legal guardians before posting online videos or photos that include images of youth program / camp members. Failure to comply with this policy could result in disciplinary action. The University of Kansas will fully support those who wish to maintain their privacy in this regard.
* Official comments posted on the University of Kansas’ social media pages should only come from KU News and/or KU Marketing-Communications staff. Other employees, volunteers, or participants should not post images, captions, comments, tweets, etc. on behalf of the university. It should be clear when posts concerning the university are from personal accounts. Any behavior that is in conflict with these guidelines could result in disciplinary action or termination.