



GEAR UP UTAH SOCIAL MEDIA POLICY

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PURPOSE AND PHILOSOPHY

GEAR UP Utah recognizes the need to communicate with students, parents, and the community at large. The means of communicating continue to evolve and consist largely of electronic means, including through websites, digital applications (apps), social media, and other methods.

When used appropriately, websites and social media enable GEAR UP Utah staff, students, and parents to communicate and share information in a timely and relevant manner and are therefore approved for GEAR UP Utah purposes, consistent with this policy.

Use of websites and social media presents challenges such as ensuring student safety and privacy, maintaining professional boundaries, and safeguarding the freedom of speech. This policy establishes the appropriate use of websites and social media by GEAR UP Utah staff.

GEAR UP UTAH POLICY

Any social media profile representing GEAR UP Utah as a whole or any of its partners must be created and maintained under the direction of GEAR UP Utah's director, assistant director, or marketing associate. No other entity shall purport to officially represent GEAR UP Utah in this capacity.

Any material or content containing profanity, obscenity, vulgarity, defamation, bullying, harassing,

false or inaccurate information, threatening or abusive content, pornography or other indecent material, or any other type of inappropriate material or content is prohibited. In addition, material or content which invades another person's privacy or promotes activities which are illegal or unsuitable for minors is prohibited.

GEAR UP Utah staff must comply with any and all applicable state and federal laws, including the Family Educational Rights and Privacy Act (FERPA). Images of students may be posted unless the student's parent has selected 'no' in the GEAR UP Utah media release form. Any photos that are not taken from GEAR UP Utah need to be sent from the students and have proof of their consent in order to post them. School ID photos do not belong to GEAR UP Utah and cannot be used by GEAR UP Utah.

REGION OR COUNSELOR OWNED SITES

SITE APPROVAL GUIDELINES

The social media sites must use a uvu.edu email address for ownership during registration. Usernames and passwords must be registered with GEAR UP Utah Marketing staff. The GEAR UP Utah Marketing staff and Supervisors must approve of or be notified for all region, counselor, or school specific sites.



Any social media profile representing an individual region or school must be created and maintained under the direction of the individual region counselor.

GEAR UP Utah does not approve the use of the following social media sites for GEAR UP Utah purposes: TikTok.

GEAR UP Utah Marketing staff and site owners are responsible for monitoring the content on their social media site(s) including posts by students. Staff shall ensure that student posts which violate laws or GEAR UP Utah policies are removed immediately. If GEAR UP Utah Marketing staff observe any content, posts or comments that violate the social media policy, site owners will be asked to remove the content within a designated period of time.

SITE CONTENT GUIDELINES

GEAR UP Utah, regional or school social media profiles are authorized only for the purpose of fulfilling the staff job duties and may be considered extensions of the program. Content must be related to GEAR UP Utah and its purposes. No posts or links to sites, companies, or posts that promote or sell products for purchase. GEAR UP Utah is a non-profit organization, and all social media should reflect that in its content. Best practice is to avoid sharing content that links or belongs to .com sites, .org, .gov, and .edu sites are preferred.

Social media posts should adhere to the GEAR UP Utah branding guidelines. Ensure that posts and messaging are professional with proper spelling and grammar. If GEAR UP Utah Marketing staff observe any content, posts or comments with incorrect spelling or information, site owners will be notified of the need to correct errors.

GEAR UP Utah staff and students interacting through a social media platform shall maintain the same

professional level of communication, behavior, and appearance as though they were interacting in person. Staff must not engage in dialogue or behavior with students that is "peer-like," but must maintain a formal adult-student relationship.

SITE OWNERSHIP

Nothing in this policy prohibits the creation of private websites or social media profiles by employees acting outside the scope of their employment and with personally owned equipment on their own time.

Personal websites and social media profiles may not use official GEAR UP Utah logos or appear to represent GEAR UP Utah or any of its partners or programs.

PUBLIC AND PRIVATE COMMUNICATION

GEAR UP Utah staff shall not communicate privately with nor allow private communications from students via any personal website or social media profile.

All electronic communications between GEAR UP Utah staff, students, and parents must be school-related and should, where possible, be done through the GEAR UP official medium.

GEAR UP Utah staff shall not initiate or continue to discuss any of the following issues with students via electronic communication regarding

- Political affiliations
 - Political philosophies or beliefs of the student or student's family, except as provided under UTAH CODE ANN. § 53G-10-202 or other applicable federal or state laws, rules, or regulations
 - Mental or psychological problems of the student or student's family
 - Sex behavior or attitudes
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- Illegal, anti-social, self-incriminating, or demeaning behavior
- Critical appraisals of others with whom the student has a close family relationship
- Legally recognized privileged relationships, such as with attorneys, doctors, or ministers
- Religious practices, affiliations, or beliefs of the student or parents; or
- Income, other than as required by law to determine program eligibility

VIOLATION

Any GEAR UP Utah staff found in violation of this policy will be subject to disciplinary action. Disciplinary action may include, but is not limited to, suspension, termination, verbal or written warnings/reprimands, or alternate employment placement. In imposing such discipline, all facts and circumstances of the incident(s) shall be considered.

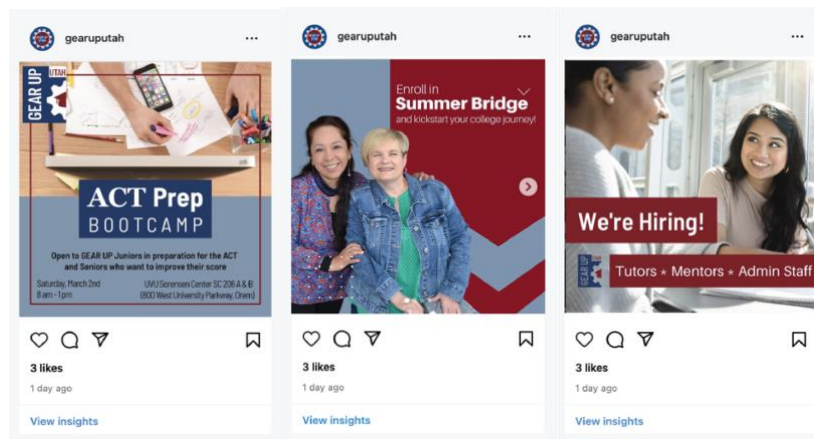
Please refer to Utah Valley University's social media protocol to ensure adherence to their guidelines: <https://www.uvu.edu/marketing/services/social-media/social-media-protocol.html>



DO'S AND DON'TS

DO

- Use GEAR UP brand colors and fonts. It's important that our social media reflects the brand
- Display the GEAR UP Utah logo
- Share content that is relevant to the mission of GEAR UP
- Ensure that spelling and grammar are correct



DON'T

- Share content that promotes products associated with a cost or contain political or religious messages
- Use images that don't belong to GEAR UP or are copyrighted
- Create posts that don't reflect the GEAR UP Utah brand in colors or style
- Post images or graphics of low quality, blurry, or irrelevant to GEAR UP Utah

