Social Media Protocol

We recognize that Kempner community members are passionate about their work and serve as some of the best ambassadors for our brand. We encourage you to share and amplify our work and posts on your personal social media channels – at whatever level you feel comfortable – while adhering to the below social media protocol.

Personal Responsibility

This protocol offers clear guidelines for Kempner staff and students in making responsible decisions about the use of social media, especially as it relates to the work and reputation of the Kempner Institute.

Every individual is responsible for what they post online. This includes before, during, and after work hours. Before posting any content online, please consider some of the risks and rewards involved. Non-adherence to the Harvard University code of conduct may result in disciplinary action.

Social Media Guidelines

1. **Use good judgment in what you share.**

   With social media, our personal and professional lines can become blurred. The Kempner Institute respects differing views and opinions. However, please keep in mind that everything you share and say on social media personally can be affiliated with the Kempner Institute and impact your professional reputation. Be cautious about what you say. If you have concerns about it, you probably shouldn't share it.

2. **Be respectful.**

We expect all staff and students to be fair and courteous to others on social media. Keep the values of inclusiveness and respect in mind when posting. Do not use vulgar, discriminating, intimidating, threatening, or harassing language.

Complaints or criticism on social media, including statements, photographs, video or audio, that could be viewed as malicious, obscene, threatening or intimidating, that disparage others, or may be constituted as harassment or bullying should not be posted. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of age, sex, color, race, ancestry, religion, genetic information, national origin, physical or mental disability/handicap, marital status, pregnancy, childbirth or related medical conditions, veteran status, sexual orientation, gender or gender identity, citizen status, or any other status protected by law.

3. Be honest and accurate.

All posts should be honest and accurate, and mistakes should be corrected quickly. If you alter a post and someone calls attention to it, be open and honest about the edit. Remember, anything posted online is public. Private profiles or deleted posts are still archived and searchable.

4. Only approved spokespeople may speak on behalf of the Kempner Institute.

Unless you have been given explicit, written approval to speak on behalf of the Kempner Institute, always express personal opinions and never represent yourself as an institutional spokesperson. Be thoughtful about whether you're leaving an impression that a post is an official, institutional statement. **If you name the Kempner Institute in your profile, you should include a disclaimer such as, "These views are my own."**

5. Protect confidential and proprietary information.

The Kempner Institute is committed to appropriately protecting the privacy rights of all individuals. We also want to live up to commitments we have made to protect the privacy and intellectual property rights of others. Only share publicly available

information about the Kempner's work, and take extra caution to protect personal information. Avoid speculating about the future of the Kempner Institute on social media or sharing proprietary information, such as unreleased products, internal grant review processes, or future announcements. A safe rule of thumb is if it's on Kempner's website or public-facing social media accounts, it's safe to share on your personal social media accounts.

Content Guidelines

In general, content that you post related to the Kempner Institute should align with our mission and values. Do not publish any content that:

- Violates state/local laws or university rules or policies
- Is intentionally misleading, factually erroneous, or libelous
- Is discriminatory, harassing, or threatening
- Is geared toward directly selling, soliciting, promoting or advertising any third-party products/services
- Infringes on the confidentiality or privacy of any party

Respect and protect the privacy of your colleagues:

- Do not post photos or videos of any Kempner community member without their consent to be featured.
- Personal photos or videos of staff engaging in anything other than business-appropriate behavior while at work should not be posted.
- Managers/supervisors should use good judgment when connecting with their staff/direct reports on social media.

Embargoes and Disclosures:

- Do not post research findings shared by colleagues before they are public.
- Do not disclose information in an embargo-protected study or paper before it is published.
- If you have any financial interest in a topic or with an organization that is related to the subject matter of your post, you must disclose these financial interests.