

Kentucky Extension Homemaker Association Facebook Guidelines

Facebook is a wonderful tool that allows groups to connect in a timely manner without the aggravation of phone trees or the expense of mail-outs. If you choose to develop a Facebook presence for your county, club or area, it is important to remember that you are representing a group that is affiliated with the University of Kentucky Cooperative Extension Service. Therefore, you must follow certain guidelines so as not to jeopardize that relationship and/or violate any policies of the University.

Setting up Your Facebook Account

Work with your Family and Consumer Sciences agent (or designated Extension employee) to set up your Facebook group or page. Remember, your FCS agent (or a designated Extension employee) must be an administrator on your page so that they will have full capabilities of posting and removing posts, adding page administrators, and managing the page as necessary.

1. What can I post?

- Shares from your local Extension office page, the UK Family and Consumer Sciences Extension Page (@UKFCSExt) or the UK School of Human Environmental Sciences page (@UKHES) (be sure to include your own caption).
- Upcoming events.
- Photos from club, county or area activities with captions.

2. What should I not post?

Anything beyond the scope of what is stated in the guidelines. This includes:

- Personal opinions/statements
- Anything politically based
- Anything promoting a specific product or company
- Information from a copyrighted source

3. Create a plan

- Regular posting is important to keep your page from going stale.
- Your plan **SHOULD** include original posts and shares. **Only sharing** content from other sources will limit the reach of your Facebook page.
 - Original posts with a video reach the most people, followed closely by original posts with a picture.
 - If you share a post, make sure to “say something about the post” rather than simply sharing.

4. Captions

- Use common language
- Let your readers know what’s in it for them
 - Example: Want to learn how to reduce your risk for disease and other health complications? Join us at our _____ club meeting tomorrow @ 10:00 am!
 - Instead of: Bad eating habits can increase your risk for disease and other health issues.

5. Engagement

- A social media presence requires diligent care and attention.
- Remember to check your account daily!

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- Respond to comments, pose a question in your post or simply ask readers to like, comment or share the material.
- Use traditional channels, like newsletters, to promote your Facebook page.

6. Privacy and Confidentiality

- Do not post confidential or proprietary information.
- With the posting guidelines in place, copyright should not be an issue.
 - A simple rule of thumb if you're not sure: if it is not yours, do not use it.
 - Do not cite or reference clients or partners without approval.
- Have photo consent forms handy when you anticipate taking photos.
 - Remember, it is against Extension guidelines to "tag" an individual. If individuals wish to be tagged in your photos, let them tag themselves.

7. Mistakes, Questionable Comments and Other Scenarios

- If you make an error, correct it quickly and visibly.
 - For example, your post can include:
CORRECTION: The exhibit will be occurring at 2 pm on Thursday!
This demonstrates accountability and trustworthiness for your page.
- If there is a grammatical mistake, simply edit the post.
- If someone comments that there is an error and they are correct, edit the post, then respond to the comment with something like, "Thank you! We've updated the post with the correction."
- Plan for at least three administrators for each Facebook site.
 - Administrators should always include the FCS agent (or other Extension employee) and the county/club president.
- Questionable comments are bound to happen on your page at some point. Here is some helpful guidance:
 - Leave the bad, get rid of the ugly. Bad comments are often an opportunity to educate others. However, don't get involved in a verbal punching match. Move the conversation off-line (or to private message) if it becomes too involved.
 - Example of bad: Homemakers just sit around and cook and sew.
 - Example of ugly: Homemakers phooey! I know you're really Homewreckers.

Have a question? We're happy to help!

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