

## **KGLP Social Media Policy**

### 1. Purpose

As a community news and information provider, Gallup Public Radio KGLP 91.7 FM (KGLP) reaches a vast audience through its social media presence. While the provision of news and information is at the heart of KGLP's mission, and social media provides a quick, easy, and interactive way to reach our audience, KGLP must take care to use this medium to its utmost potential while guarding against potential issues and conflicts. As such, the following policy will govern the use of any social media accounts administered by and associated with KGLP.

### 2. Application

This policy applies to any individual who manages or contributes to any social media accounts associated with KGLP. A KGLP social media account is an account that speaks on behalf of KGLP, such as a Facebook, Twitter, YouTube, or Instagram account.

This policy does not apply to the personal use of social media by individuals affiliated with KGLP. When posting on social media in a personal capacity, however, an individual must use their personal accounts and shall not make statements or inferences indicating they are speaking on behalf of KGLP.

### 3. General Policy

An individual posting on a KGLP social media account must:

- a) Follow all guidelines, terms, and conditions of the social media platform being used;
- b) Respect copyright;
- c) Not post sensitive, private, or confidential information about KGLP, its sponsors, audience members, employees, volunteers, or Board members.
- d) Respect the audience by always being respectful and non-combative in posts and/or responses;
- e) Not post negative commentary pertaining to people, news stories, or information postings. This includes editorializing captions when posting stories or information;
- f) Ensure their post does not create a real or perceived conflict of interest for KGLP;
- g) Not delete any information posted by any other social media user in response to a KGLP post; and
- h) Follow all other KGLP guidelines and expectations.

Above all, posters remain personally responsible for content published on all social media accounts, whether personal or associated with KGLP.

### 4. Creation of Social Media Accounts

The KGLP Board of Directors shall approve the opening of new social media accounts, prior to their creation.