

Shape Up America! Social Media Policy

The following are guidelines for Shape Up America! staff, interns, and volunteers who participate in social media. This policy applies specifically to Shape Up America! (hereafter referred to as SUA) properties that involve interaction with the public through email and social networks; website responders, bulletin boards, and discussion forums; and other technologies not previously named that include a social component. The absence of reference to a specific website, network, or technology does not limit the extent of the application of this policy. If you are unsure about whether this policy applies to a particular social media situation, consult with a staff member.

1. Respect and protect all SUA copyrights, trademarks, and intellectual property. Do not post SUA original content, images, or video without staff approval.
2. While you are posting on behalf of SUA, do not post your personal opinion on any federal, state, or local policies, pending legislation, or political issues unless you have been pre-approved by SUA staff to do so. Pre-approval requires you to clearly append to your post the following disclaimer: "The views expressed in this post are my own and do not reflect the views of Shape Up America!™"
3. If you are posting on your own social media account and choose to identify your affiliation with SUA, we would appreciate it if your post reflected our commitment to courtesy and professionalism toward the public.
4. Be respectful and courteous at all times. Whether you are creating social content, responding to enquiries, or moderating a discussion, remember that your conduct reflects on SUA. Do not engage others in arguments and do not use defamatory or libelous language. If you are confronted by angry, irrational, or otherwise hostile posters or commenters and you cannot easily defuse the situation, do not respond further and consult immediately with a staff member.
5. It is tempting to respond to posters and commenters who have personal medical situations. Please do not dispense any medical or psychological advice to such individuals. This is neither your obligation nor your responsibility. Instead inform them that they will receive a response and direct the enquiry to the appropriate SUA staff member or approved medical or psychological expert.
6. At this time SUA only endorses or recommends a small range of products, services and organizations. On any social media site where your affiliation to SUA is known, personal recommendations or endorsements should not be given or requested.
7. Unless approved by the VP of Operations or other designated SUA staff member, your social media names, handles and/or URLs should not include SUA's name or logo.
8. It is your responsibility to protect at all times the privacy of SUA staff members. Do not post any staff member's name, email address, photo, or any other personal identity information without the consent of that staff member.

Primary referring roles of SUA staff

[President]: science and political issues, media comments

[VP operations]: business operations, interview and speaking requests, media enquiries, fundraising and advertising opportunities

[Director of content]: content management and use, social media accounts, algorithms and web technology

[Director of nutrition comm.]: nutrition enquiries

[SUA chef]: recipes, food preparation