

CAROLINA PLANNING MEDIA PROTOCOL

Facebook: <https://www.facebook.com/CarolinaPlanning/>

Twitter: <https://twitter.com/DCRPPcarolina>

LinkedIn: <https://www.linkedin.com/groups/1799557>

1. Transparency.

For any media appearance/post that references Carolina Planning/DCRP, DCRP faculty and students must identify themselves as individuals with their titles (e.g. Associate Professor or MP candidate 2018). Do NOT post or represent yourself as DCRP or Carolina Planning. Do NOT claim to speak on behalf of Carolina Planning/DCRP or the University of North Carolina. Only posts approved by Noreen or Udo through the online submissions process can go out directly from DCRP social media accounts or on the Carolina Planning website. You must use a current photo of yourself or a reasonable (not vulgar or branded) avatar.

2. Re-use.

DCRP faculty/students/alumni are encouraged to re-post or comment on appropriate social media content created by third parties and the public related to DCRP/Carolina Planning activities or interest areas (whether from websites, blogs, discussion and comment areas and other owned social media entities). Please tag/post to any of the above social media platforms.

3. Confidentiality.

DCRP faculty/students/alumni may only disclose information on research that is already published/publicized or otherwise ready for public consumption. You must either give your permission to publicize or have the permission of any authors/investigators. Be prepared to provide evidence of permission to publish/publicize to Noreen/Udo.

4. Financials.

No DCRP faculty/student/alumni may disclose any financial information about DCRP or any individual formally associated with DCRP during any media appearance on any social media platform or website. The exception is only if there is a formal fundraising/fundraiser announcement with a specific fundraising goal articulated.

5. Copyright.

For any research that has an associated copyright, DCRP faculty/students/alumni must include this copyright in the body of the text or reference the copyright holder in speech. If you have intellectual property (IP) concerns or questions about your rights to publish information, please ask Noreen/Udo before publicizing/posting the information so that the rights may be addressed. It may be necessary to ask UNC General Counsel's office for guidance. Please plan for the time needed to resolve IP concerns in your publication strategy.

6. Representation and Decorum.

Since media is inherently public, DCRP faculty/students/alumni should be respectful of their competitors and their representatives and the institutions they represent. Do NOT disparage or abuse any person or institution in your written or verbal publications/postings. If you wish to debunk research or take on a public debate or controversial issue, be courteous, professional and use fact-based evidence. Prioritize objective scientific inquiry over editorializing your personal opinions. While your research/advice/commentary likely will have political/policy implications, do NOT use your media appearances/contributions for the direct commercial or political benefit of any organization. Please ask yourself the following questions before speaking/posting/commenting:

- A. Civility. Is all contributed content civil without four letter words or personal attacks? This includes off color remarks and unacceptable images. Remember that comments live on forever the Internet. Don't say anything that you wouldn't say to someone's face.
- B. On-topic. Are the content and comments on topic and relevant to the conversation? Does the comment add to the value of the community or is it just a rant?
- C. Discriminatory. Are the comments prejudicial to a single person or category of people?

7. Advice.

For any media commentary or appearance done through DCRP channels or as a formal representative of DCRP, DCRP faculty/students/alumni may publicize/comment/offer advice on areas of their individual/team expertise. If you must comment/post on an issue/research that is OUT of your area of expertise, you must first consult a colleague in that field of expertise or your post/advice may be contradicted/retracted by DCRP.

8. Ownership.

DCRP retains the right to use for any purpose the social media content that is created by DCRP faculty/students/alumni AND is approved to be disseminated via the DCRP platforms or in the name of DCRP. Any content that is created and disseminated directly by an individual or center is owned by that individual or center. DCRP may request to re-use or re-publicize via its platforms.