UUP Social Media Policy

UUP will create social media accounts that will be identified as UUP chapter accounts (with names such as UUP Cobleskill Chapter, UUP Fredonia Chapter, etc.) for the following purposes:

- To publicize chapter, campus, and community events of relevance to UUP members
- To circulate social media messages issued by UUP Headquarters and UUP affiliates (NYSUT, AFT, NEA, AFL-CIO, etc.)
- To inform members about UUP publications and other official UUP communications
- To alert members to information from and about state and national labor unions, labor councils, and other organizations UUP supports
- To inform members about support of and actions for political candidates endorsed by NYSUT/AFT/NEA/AFL-CIO

Acceptable social media venues include Facebook, Twitter, Instagram, and YouTube. As other social media outlets develop, UUP Headquarters will provide guidance to the chapters, if necessary.

UUP will provide usernames and passwords to chapters.

Chapters are encouraged to publicize their chapter-sponsored events on the statewide organization's social media pages.

Chapters may also send submissions to UUP's Communications Department for posting there. Events must be sponsored by chapters to qualify for publication via UUP's social media outlets.

Submissions (which can include photos) should be pre-written and sent to UUP Communications no later than one week in advance of the event. Submissions should include:
- The name of the event
- Where the event is being held—room (if available), building, address (if applicable) and campus
- Time and date of the event
- Fee (if any)

- A short description of the event (This should include the name or names of speakers, panelists, moderators, etc,; topics to be discussed, and why it is important for members to attend.

UUP statewide reserves the right to review, edit and reject submissions. Events will be posted as soon as possible after they are received. Please direct all submissions to UUP Communications at mlisi@uupmail.org or via U.S. Mail at P.O. Box 15143, Albany, NY 12212-5143.

UUP chapters are prohibited from generating social media posts with substantive content (i.e., analysis, critique, opinions, and perspectives) pertaining to the following without first obtaining permission from the UUP's statewide president:
- Political issues
- Legislation
- Chapter or state-level UUP elections
- Local, state, or federal elections

Chapters can resend/post/retweet social media messages with substantive political, legislative or election content generated by UUP Headquarters or labor unions affiliated with UUP.

PLEASE NOTE: This is not meant to restrict UUP chapters, but rather to ensure UUP's social media voice is unified and consistent—particularly regarding UUP's official positions on political issues.

It is permissible for chapters to use social media to provide information about voter registration, election dates, and election procedures and deadlines.

UUP Chapter Presidents are responsible for all social media messages that are identified as issued by the UUP chapter.

Page Monitoring
An essential part of managing a presence on a social media platform is monitoring that presence to ensure that all content posted is appropriate. These policies address circumstances under which content may be removed.

These policies are not intended to represent the full scope of content that should be removed.

UUP will monitor chapter social media sites for inappropriate posts and will edit, restrict or remove content that is believed to be factually incorrect, in violation of any applicable social media policy or in violation of any applicable law.

Any content or comments posted to UUP chapter social media sites containing any of the following shall be removed:

- Profane language or content;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status or with regard to national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity.

Social media etiquette

- Always express ideas and opinions in a meaningful, respectful manner
- Social media posts should be written using socially acceptable language
- Do not insult or criticize others
- Never discuss anything considered confidential
- Ignore inflammatory comments