

ADMINISTRATIVE PROCEDURE

Sub-unit: **College of Agriculture and Natural Resources**

Subject: **Social Media Policy – Public Notification**

Effective Date: **August 1, 2019**

A. Purpose

The following policy applies to all operating units within the College of Agriculture and Natural Resources (AGNR). The purpose of the directive establishes a path forward for continuous notification to the public and the citizens of Maryland regarding AGNR's equal opportunity and access to federally assisted programs and activities. Additionally, this policy enriches customer awareness to increase participation and enhances a broader dissemination of research information to the general public.

B. Regulatory Authority

In accordance with 7 Code of Federal Regulations (CFR) 15, any recipient of federal financial assistance, regardless of the amount, is subjected to civil rights reviews. The authority to issue procedural guidance as a methodology to perform and conduct internal compliance reviews and program assessments (Internal Program Assessments) are found in the statutes and regulations listed below:

- Title VI of the Civil Rights Act of 1964¹
- Section 504 of the Rehabilitation Act of 1973²
- Title IX of the Education Amendments of 1972³
- USDA implementing regulations⁴
- DOJ implementing regulations⁵

C. Scope

Programs and activities delivered on behalf of AGNR through operating units such as University of Maryland Extension (UME) and Maryland Agricultural Experiment Station (MAES) conducted in whole or in part, must communicate program availability through appropriate information channels. If programs utilize social media platforms such as, but not limited to, Facebook, Instagram, YouTube and Twitter (not an exhaustive list, if other platforms are utilized to promote program availability, the following administrative procedure is still applicable), programs must utilize both statements noted below to ensure a level of assurance is in place to provide participants notification of program accessibility. A communication and outreach method such as the utilization of social media, must be communicated to the local populations being served or directly served to include such populations identified as underserved, underrepresented and socially disadvantaged regarding recipient's programs, services and activities.

¹ 42 U.S.C. §2000d-2000d-7

² 29 U.S.C. §794

³ 20 U.S.C. §§1681-1688 *et seq.*

⁴ 7 C.F.R. Part 15, Subpart A-Nondiscrimination in Federally assisted Programs of the Department of Agriculture-Effectuation of Title VI of the Civil Rights Act of 1964, 7 C.F.R. Part 15a, Subpart D-Discrimination on the Basis of Sex in Education Program and Activities Prohibited; 7 C.F.R. Part 15b, Nondiscrimination on the Basis of Handicap in Programs and Activities Receiving Federal Financial Assistance; Department Regulation 4330-2 Nondiscrimination in Programs and Activities Receiving Financial Assistance from USDA.

⁵ 28 C.F.R. Part 41-Implementation of Executive Order 12250, Nondiscrimination on the Basis of Handicap in Federally Assisted Programs; 28 C.F.R. Part 42, Subpart F-Coordination of Enforcement of Nondiscrimination Federally Assisted Programs.

D. Procedure

AGNR, UME and MAES pages must incorporate the following statement in the “social media platform respective section (as noted below)” effective immediately. Statement variations dependent upon departmental level; however, the full Statement is required on any and all education material, documents and institutional webpages where (1) the public is notified of the event, (2) seeking information regarding an event and (3) where they’re registering for the event (webpages, registration forms, etc.).

Assurance Statement –

Full Disclosure Statement: “University programs, activities, and facilities are available to all without regard to race, color, sex, gender identity or expression, sexual orientation, marital status, age, national origin, political affiliation, physical or mental disability, religion, protected veteran status, genetic information, personal appearance, or any other legally protected class.”

Short Disclosure Statement: “This institution is an equal opportunity provider” (acceptable for small printed material, i.e. postcards, pamphlets, etc.).

Accommodation Statement – Statement Variations

College Level: "If you need a reasonable accommodation to participate in any event or activity, please contact your local University of Maryland Extension Office."

County Level: "If you need a reasonable accommodation to participate in any event or activity, please contact us at (XXX) XXX-XXXX."

Educator Level: "If you need a reasonable accommodation to participate in any event or activity, please contact _____ (program leader/agent/or designee) on or before _____ (2 weeks prior to event; may adjust depending on accommodation) at (XXX) XXX-XXXX" (Do not include parenthesis).

Understanding the complexity and restrictiveness of social media, the following consistent statements will be required on all platforms.

Facebook: About Section (No Character Limit)

This institution is an equal opportunity provider. Accommodation request, contact your local UMD Extension Office.

Twitter: Bookmarks Section (280 Character Limit)

This institution is an equal opportunity provider. Accommodation request, contact your local UMD Extension Office.

Instagram: Profile – Bio Section (150 Character Limit)

This institution is an equal opportunity provider. Accommodation request, contact your local UMD Extension Office.

YouTube: About Section (No Character Limit)

This institution is an equal opportunity provider. Accommodation request, contact your local UMD Extension Office.

For a greater level of research dissemination, educators are encouraged to tag their respective county and the college for maximum advertising. Incorporating both resources creates a portal to host a number of events and activities locally and or statewide for program integration and enhance potential participant involvement.

AGNR pages are as followed:

Facebook: @umdagnr

Instagram: umd_agnr

YouTube: AGNR UMD

Twitter: @umd_agnr

E. Special Instructions

This policy will serve as a communication strategy for all reasonable efforts and a measurable compliance evaluative for equal opportunity and public notification regarding Internal Program Assessments. MAES is strongly encouraged to collaborate with local extension offices regarding data collection techniques and monitoring dissemination of research information for statewide events and or activities.

F. Definitions

The following examples determine the appropriate usage for the required statements noted above.

College Level – Managed and maintained at the University of Maryland Campus. Applicable to all AGNR Departmental Units such as MAES and UME social media platforms.

County Level – Managed and maintained by Administrative Staff and or Area/City Extension Directors. Information comprise of any and all program areas within respective county/city.

Educator Level – Managed and maintained by Faculty and or Programmatic Support Staff. Information specific to programmatic area including, but not limited to, 4-H Youth Development, Family and Consumer Sciences, etc.

G. Contact

Questions relating to this procedure are to be directed to the Assistant Director of Compliance, AGNR Office of Human Resource Management and Compliance Programs.