

NON-DISCRIMINATION DISCLAIMER IN DIGITAL MEDIA

This short guide was designed to help K-State Research and Extension professionals navigate when to include the non-discrimination statement in digital media. Please reference the flow chart below for a list of digital items and which disclaimer to include with them. See page 2 for additional FAQs. For guidance on using the disclaimer in other media, refer to the K-State Research and Extension Civil Rights webpage (ksre.k-state.edu/employee_resources/civil_rights/).

DIGITAL MEDIA TYPE

- Event Flyer
(open to public)
- Facebook Event Pages

DISCLAIMER TO USE

K-State Research and Extension is committed to providing equal opportunity for participation in all programs, services and activities. Accommodations for persons with disabilities may be requested by contacting the event contact *[insert name]* two weeks prior to the start of the event *[insert deadline date]* at *[insert phone number and email]*. Requests received after this date will be honored when it is feasible to do so.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service
K-State Research and Extension is an equal opportunity provider and employer.

- Event Flyer
(requires registration)
- Videos
- Social Media Profile Bios*
(Facebook, Twitter, YouTube and LinkedIn)

Kansas State University Agricultural Experiment Station and Cooperative Extension Service
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*Include a link to our civil rights page on all social media profile bios.
https://www.ksre.k-state.edu/employee_resources/civil_rights/



FAQS ABOUT NON-DISCRIMINATION STATEMENTS IN DIGITAL MEDIA

Where do I put the disclaimer on a video?

When editing a video, the disclaimer needs to be included on a slide at the end of the video. For access to a pre-created version, visit the K-State Research and Extension marketing course on Canvas and access the file in the “resources” folder.

Do I need the disclaimer on a photo?

No. Images that are not graphically enhanced with text or graphic elements do not need to include the disclaimer.

Where can I find examples of a disclaimer used on a video/flyer/graphic/etc.?

Please visit the main K-State Research and Extension Facebook page and YouTube account to view examples of how to display disclaimers on graphics and in videos.

How should the disclaimer be presented?

Disclaimers must be visible, therefore never include disclaimers in a font smaller than 8 points and do not bury them by using a distracting font or color.

If I am creating a post on social media, does the disclaimer need to be included every time?

No. Disclaimers do not need to be included in every single social media post, especially if the image used is not graphically enhanced. When posting an event or an educational video, the disclaimer must be included.

Where should I include the statement on our social media profiles?

Please include the shorter disclaimer with a link to the K-State Research and Extension civil rights landing page in your social media bios. Do not include disclaimers in Instagram profile bios unless utilizing a link page tool to house multiple links. If utilizing a link page tool, please link to your county/district webpage.

Do I need to include the statement on my Facebook group?

Facebook groups are assessed on a case-by-case basis. Please contact the K-State Research and Extension marketing team for guidance on how to display the statement in your Facebook Group.

Does the disclaimer need to be used in every video or just educational?

The disclaimer does not need to be used in live videos or live-to-tape videos. When producing a video to advertise an event, preview programming or provide educational information – like how-to videos – then use the shorter version.

Other than the official wordmark, are we required to have the notice of non-discrimination on our social media graphics?

Please reference the flow chart above when determining which social graphics to include the non-discrimination disclaimer on.

Additional questions? Contact:

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