



# US Antarctic Program

## SOCIAL MEDIA CHEAT SHEET

### Do

- Use a disclaimer (ex: Views are my own)
- Keep it G-rated
- Be polite and professional
- Fact-check your posts
- Consider content carefully before publishing. Ask yourself:
  - Would NSF be proud of this?
  - Could this be taken out of context?
  - Would the U.S. taxpayers appreciate this?
- Include images with NSF and USAP logos but don't imply endorsement of a product or political candidate or party
- Notify [ASC Communications](#) if:
  - Any of your posts go viral
  - A journalist contacts you through social media
  - You plan to share any documentary-style produced videos, including those posted to sites like YouTube or Vimeo



YES!

### Don't



- Use social media for personal or financial gain
- Speak on behalf of USAP or NSF
- Post sensitive information such as:
  - Maps or traverse routes
  - Ice phone numbers
  - Information from internal ASC documents
  - Flight routes or manifests
- Post anything that is:
  - Defamatory, discriminatory, harassing, or intimidating
  - Offensive, obscene or pornographic
- Post anything that could discredit or damage the reputation of USAP or NSF
- Post anything that implies USAP or NSF endorses a product or political candidate, party or cause

NO!

**Questions?** Contact ASC Communications at [Den-Communications@usap.gov](mailto:Den-Communications@usap.gov)

**More info** [NSF Policy for Social Media Use \(OD 21-16\)](#)  
[Master List > USAP > Policy for Social Media Use](#)