

# AAEM/RSA Social Media Policy

There can be much value in creating an online presence on a social media platform. The policies below are designed to provide guidance for AAEM/RSA.

## Standard Page Requirements

1. All AAEM/RSA pages on social media sites shall adhere to applicable state, federal and local laws, regulations and policies including all applicable EDI policies.
2. Each AAEM/RSA page on social media sites shall clearly identify the page as an official client publication.
3. All AAEM/RSA pages and entries on social media sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
4. Where appropriate, AAEM/RSA pages on social media sites should link back to the AAEM/RSA or AAEM website for additional information.
5. All AAEM/RSA pages on social media sites shall clearly indicate they are maintained by AAEM/RSA and shall have contact information prominently displayed.
6. By utilizing the AAEM/RSA page as part of a social media site, users release AAEM/RSA and AAEM from any liability that may result from use of the site.

## Page Administration Recommendations

It is important to establish who will be responsible for the management and administration of the AAEM/RSA page on a social media site. These policies aim to provide guidance in creating an administrative framework for the AAEM/RSA page.

1. Administrative access for AAEM/RSA pages/accounts on social media sites will be shared among multiple client staff members. For those platforms that allow multiple administrators (e.g. Facebook, LinkedIn), at least two staff members shall have administrative access. For those platforms that use a single login (e.g. Twitter), the login information will be shared with the client staff member's supervisor.
2. Staff and AAEM and AAEM/RSA members who review content and posts should have a thorough understanding of EDI, AAEM, AAEM/RSA and any applicable social media policies.
3. Staff shall monitor the page regularly to ensure that all material is in compliance with all applicable social media policies.
4. Staff and AAEM/RSA members who have been designated to represent AAEM/RSA in specific circumstances shall manage the addition of content to the page. AAEM/RSA members should notify the staff if inappropriate content is posted. Only staff should manage the removal of content from AAEM/RSA pages on a social media site.
5. Content published by staff and AAEM/RSA or AAEM members should not to be construed as representing the official policy of AAEM or AAEM/RSA unless clearly identified as such and unless officially approved by AAEM and /or AAEM/RSA's leadership.

## **Page Monitoring Recommendations**

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 circumstance under which content may be removed.

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

1. AAEM/RSA reserves the right to monitor the site for inappropriate posts, 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.
2. Any content or comments posted to AAEM/RSA's page on a social media site containing any of the following items shall be removed:
  1. Profane language or content;
  2. 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;
  3. Sexual content or links to sexual content;
  4. Solicitations of commerce that is not approved by AAEM/RSA;
  5. Content that encourages restraint of trade or other violations of antitrust;
  6. Conduct or encouragement of illegal activity.
3. Staff shall follow all applicable social media policies when monitoring content on social media accounts.

## **Social Media Etiquette**

Whether using social media personally or on behalf of AAEM/RSA, it is important to be mindful of the way comments can be construed. These guidelines are designed to capture some of the more common practices when it comes to social media etiquette.

### **General Recommendations**

1. Always express ideas and opinions in a respectful manner.
  1. All communications should be in good taste;
  2. Be sensitive when linking to outside content as redirecting to another site may imply endorsement of its content;
  3. Be cautious not to denigrate or insult others.
2. Be transparent.
  1. When posting content to a social media site without official approval from AAEM/RSA to act as a spokesperson, add a disclaimer to the effect of: "The opinions and positions expressed are my own and don't necessarily reflect those of AAEM/RSA."

2. Only individuals authorized by AAEM/RSA may use the AAEM/RSA logo in communications. The same is the case for usage of the AAEM logo.
3. Protect confidential information and relationships. Online postings and conversations are not private; therefore,
  1. Avoid identifying and discussing others, including employees, members, exhibitors and supporters, Posters should obtain permission prior to posting;
  2. Obtain permission before posting pictures of others, logos or other copyrighted information;
  3. Never discuss proprietary information, or anything considered confidential;
4. Express your points in a clear, logical way. Given the nature of social media, a single comment can become a dialogue. When confronted with a difference of opinion, be careful to stay calm, correcting mistakes when warranted. Only ignore comments when it is clear that someone isn't interested in interacting with you and only wants to be inflammatory.
5. Attempt to add value. The posted content adds value if it improves the knowledge or skills of site users if it builds a sense of community or if it helps to promote AAEM and AAEM/RSA's values.

## **Privacy**

1. Be careful with personal information.
2. Be familiar with the privacy settings on the social media platform, and make use of them to protect your information and content.
3. Never post something that would be offensive, hurtful, damaging or inappropriate if it were stated publicly.