

DRAFTED: 31 August 2011  
REVIEWED:  
REVISED:  
APPROVED:

## **Social Media Policy**

### **Article I**

#### **Intent**

The intent of this Social Media Policy is to identify the purposes for using social media in support of AECT's strategic communications goals and to provide guidelines outlining how social media may be used. A list of social media covered by this policy is contained in Appendix A, which will be updated as AECT changes social media over time.

### **Article II**

#### **Definitions**

In the context of this policy:

- A. *Content owner* refers to the individual or entity responsible for creating content or which holds copyright to content or manages proprietary content on behalf of the copyright owner. AECT is, in general, the content owner for AECT-originated content and, acting on behalf of copyright holders (such as publications authors or publishers), manages proprietary content. This role may be held concurrently with the moderator role.
- B. *Moderator* refers to the individual(s) responsible to AECT for maintaining, monitoring, and moderating a social media platform, as assigned by the content owner. The moderator typically posts content or monitors the postings of others, such as comments by internal (i.e., member, staff) and external users, including deleting posts and comments that do not meet the criteria set forth in this policy. This role may be held concurrently with the content owner role.
- C. *Social media platform* refers to technology tools and online spaces for integrating and sharing AECT-generated and user-generated content in order to engage constituencies and allow them to participate in the AECT community. A list of current platforms is maintained as Appendix A.

## Article III

### Purposes

AECT uses social media for three purposes:

- A. *To convey information.* AECT uses identified social media platforms (see Appendix A) to post information about, for example, new publications, such as the latest issue of a journal, or upcoming events, such as the international convention. Social media informational content is reproduced, adapted, or condensed from content available on the AECT homepage, to which such social media content should be electronically linked. The implicit purpose of this linkage is to move readers to the homepage, which functions as AECT's virtual home office.
- B. *To enhance membership value.* Multiple forms of communication help to ensure that all members—regardless of physical location, division, committee, or affiliation—are fully informed of significant information emerging from their association. Social media are intended to enhance member connectivity to the association and thus be perceived to add value to membership, which assists in both retention and recruitment of members.
- C. *To increase member networking.* AECT supports the use of social media to enhance interconnectivity among users—that is, the ability of members to share information with one another. Social media icons on AECT's homepage link to social media platforms that allow users to share information.

## Article IV

### Representation

Representation of AECT through online social media platforms shall be initiated and authorized only by the board of directors or, as delegated, by the executive director or another designee.

- A. Official AECT sites or pages may not appear on any social media platform unless developed or authorized by the AECT board or its designee(s). Any sites or pages existing without prior authorization as required above will be subject to review when discovered and may be amended or removed.
- B. AECT official sites on social media platforms may have pages or content areas that are assigned to departments, divisions, committee, affiliates, or other entities. These policies apply to such pages.

## **Article V**

### **Responsibilities of Content Owners**

Content Owners, as identified by AECT, are responsible for posting and using content and maintaining compliance with federal, state, and local laws and with AECT's Conflict of Interest Policy, Code of Professional Ethics, and other relevant policies. Further responsibilities include:

- A. Ensuring that information is current and accurate.
- B. Engaging in communications that are acceptable in the AECT workplace and respect individual privacy.
- C. Maintaining the security of proprietary (i.e., financial, intellectual) property and similar sensitive or private content.
- D. Obtaining the expressed consent of all involved parties for the rights to distribution or publication of recordings, photos, images, video, text, slideshow presentations, artwork, advertisements, and similar content, regardless whether those rights are purchased or obtained without compensation.

## **Article VI**

### **Responsibilities of Moderators**

Moderators, as identified by AECT, are, like content owners, responsible for posting and using content and maintaining compliance with federal, state, and local laws and with AECT's Conflict of Interest Policy, Code of Professional Ethics, and other relevant policies. Their responsibilities are the same as those identified above for content owners with one addition: Moderators are responsible for monitoring postings and comments to social media platforms, as applicable, and deleting postings that do not adhere to AECT policies.

## **Article VII**

### **Responsibilities of AECT Member Users**

Members who use social media platforms to share information and ideas related to AECT must ensure that all content associated with them is consistent with their abilities and AECT's mission and complies with federal, state, and local laws and with AECT's Conflict of Interest Policy, Code of Professional Ethics, and other relevant policies.

- A. Member users of social media platforms must assume responsibility for content they

create and share. Identification as an AECT member in any posting carries implicit responsibility for representing AECT positions and information in a professional manner and distinguishing between AECT positions and personal opinion.

- B. Members may not post anonymously or use a pseudonym when individually (i.e., not acting on behalf of the association) posting or responding to AECT content.
- C. Members' use of social media platforms will not be exclusively AECT-related; however, members are expected to keep separate the professional from the personal and private.
- D. Members have access to proprietary information and must maintain confidentiality regarding internal documents and may not publish proprietary content, such as copyrighted materials.
- E. Member users who violate this policy or the Code of Professional Ethics in their use of social media platforms shall be subject to censure, suspension, or expulsion in accordance with the AECT Bylaws.

## **Article VIII**

### **Review and Revision**

This policy shall be subject to review and revision annually, or more often, as determined by the board of directors.

## **Appendix A**

### **AECT Social Media Platforms and Approved Sites**

[EDITOR'S NOTE: This appendix is intended to list specific AECT-approved sites under each type of social media platform. At this time, there are numerous AECT-related sites on each type of platform. Staff and board need to review existing sites and determine which to approve, bearing in mind that "content owner" does not need to be designated as the association but may be a subset of the association, such as a division or affiliate.]

#### **Blogspot**

[Mike Spector's Blog (formerly the AECT President's Blog, 2009-2010) resides at <http://aect-president-2009-2010.blogspot.com/> on this platform. There are other blog platforms that might be used for AECT content, such as Blogger and WordPress.]

#### **Facebook**

[At present several AECT Facebook pages exist, including a general association page, division pages, and chapter or affiliate pages.]

#### **Flickr**

[Several sets of photographs from AECT events can be found on Flickr, but whether they are official AECT posts is unclear.]

#### **LinkedIn**

[At present a specific platform is located at <http://www.linkedin.com/groups?home=&gid=55502>.]

#### **Twitter**

[More than one AECT Twitter account exists, including one linked to [aectnow.org](http://aectnow.org).]

#### **YouTube**

[Several videos have been posted by AECT-related entities, but they are not official AECT posts.]