



Social Media Policy

Updated: December 2024

Contents

Introduction	3
Principles and Expectations of Participation	3-4
Reference	4

Introduction

Members of the IACA Executive Board, committee volunteers and IACA trainers/presenters may use social media tools as part of their official duties as another way to connect with members, share information about the IACA, and discuss career insights. Being a social association brings value through the benefits it contributes to the brand and the overall success of IACA. The following covers the principles and expectations of participation to know before engaging in any type of online conversation or interaction that might impact IACA.

Principles and Expectations of Participation

Have Fun & Connect

To use IACA owned social media accounts, logos and/or IACA photos/videos prior approval must be received from the IACA Secretary (secretary@iaca.net).

Whether acting on behalf of the IACA or using personal social media accounts, blogs or podcasts to talk about the association (e.g., policies, projects, promotions, events), always use good judgment and remember that you are still representing the brand. Committee charters with specific social media requirements supersede this policy (e.g., Elections, Ethics, Conference, etc.) and any questions should be directed to the committee chairpersons.

Protect Information

Never post or give out sensitive, private, or confidential information. Keep topics focused to matters involving the IACA and refrain from speculating on outside subjects or gossip.

Respect & Humility in All Communication

Do not post materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive. Acknowledge difference of opinion. Respectfully withdraw from discussions that go off topic or become unprofessional.

Awareness: What You Say is Permanent

Search engines and other technologies make it virtually impossible to take something back. Be sure you mean what you say and say what you mean.

Deleting/Removing Comments

Social media comments and posts are not always positive. If the IACA receives negative feedback on official channels, the social media liaison should respond to the comment by posting a polite public reply in the thread the negative post appeared in (i.e., an apology or explanation). He/she will also ensure the person who posted is given a clear process to resolve the issue: further discussion via private message and/or contact the IACA Executive Board.

Deleting or hiding posts/comments should be avoided unless the following circumstance(s) arise: if the post is derogatory, discriminatory and/or includes obscene language. In these situations, the social media liaison will hide the post/comment from public view. If hiding the comment is not an option on the social media platform, the social media liaison should delete the post/comment. Hidden or deleted posts should be reported to the IACA Executive Board.

There is a difference between comments that differ in opinion and comments that discriminate against, demean or denigrate another member. If a person continues to post inappropriate or unprofessional comments, the social media liaison is entitled to block the poster and report such occurrences to the IACA Executive Board and/or the Ethics Committee Chairperson (ethics@iaca.net).

Reference

This Social Media Policy is available to the public on the IACA website. Questions or comments should be directed to the IACA Executive Board (board@iaca.net).