



# Social Media Policy

January 18, 2017

## Summary

AWMAC BC wants to connect with current and potential members as well as the general public through social media, including Facebook and LinkedIn. The policy below sets guidelines for the ownership and administration of Social Media structures, content, and the responsible use of social media to promote AWMAC BC to the world in the most positive light possible.

## Control and Execution

1. AWMAC BC office is to designate one moderator who will control all posts made under the AWMAC BC Facebook and/or updates to the LinkedIn page. Updates to any Social Media pages may only be done by the moderator. As content develops, the moderator will be required to review posts on a daily basis. Frequency of updates to be reviewed every three months to ensure adequate time is allotted to responding to inquiries and comments with emphasis on continued promotion of AWMAC BC.
2. All accounts will be password protected. The Executive Director and the moderator are to maintain strict control of the passwords. The password shall not be shared with other association members or staff, except on a temporary basis as agreed by both the Executive Director and the moderator after which the password should be changed as soon as possible to a password that only the Executive Director and Moderator have access to.
3. In the event of director or staff turnover involving a password holder, the Executive Director will take control of any Social media posts and will change the password upon receiving notice and a new password will then be created. In the event that the Executive Director steps down without notice, the AWMAC BC President shall assume control of all social media passwords until the new Executive Director steps into that role.

## Moderator Procedures and Responsibilities

1. The moderator and Executive Director retain the right to ban any member who consistently posts offensive or inappropriate material.
2. The moderator and Executive Director retain the right to remove offensive or inappropriate posts, and/or material at their sole discretion. They will use some or all of the following criteria to determine if a post is suitable for displaying on the AWMAC BC social media pages:
  - a. All posts made under the AWMAC BC name should be responsible, ethical and based on good judgement and common sense.

- b. Any posts not directly related to AWMAC should be vetted by email through the Board. Primary focus on Face Book to be AWMAC related; displaying all projects submitted to the Awards, events put on by AWMAC for the membership, announcements of our presentations and presence at trade shows before and after the event happens, and reports of Lunch and Learns completed (with prior consent of the companies).
  - c. Current clients, potential clients, as well as current/past/future employees will be viewing our pages. This should be considered by members before posting anything.
  - d. Ensure that posts respect confidential information.
  - e. Consideration of the fact that posts are visible to everyone and are not private.
3. The moderator and Executive Director shall ensure that members:
- a. Be authentic when communicating through LinkedIn and/or Facebook and representing AWMAC BC.
  - b. Be conscious of mixing their business and personal lives.
  - c. Be responsible while using the internet and use sound judgment so that our social media accounts do not become a distraction at work.
  - d. Give credit, citations, and sources when they are due. This is especially true with any photos of completed projects done by AWMAC members.
  - e. Continue to promote AWMAC BC's mission statement, programs, events and services; ie. GIS, SAW, Awards of Excellence, trade shows.
4. The moderator and Executive Director shall invite all members to "like" the AWMAC BC page and become a fan. They will also encourage those with LinkedIn accounts to connect to AMWAC BC's account.