

# ISPE SOCIAL MEDIA POLICY FOR VOLUNTEER GROUPS INCLUDING CHAPTERS AND AFFILIATES



## Overview

As social media continues to gain popularity for both professional and private use, many ISPE volunteer groups, Chapters, and Affiliates may choose to include a social media presence as part of their volunteer activities to promote events and foster a sense of community. This document outlines ISPE's official policy and guidance for the use of social media sites by ISPE volunteer groups, Chapters, Affiliates, and sub-groups.

## Definition

Social media is defined as any interactive website that allows both administrators and audience to post and interact with each other, such as blogs, social networking sites (LinkedIn, Facebook etc.), microblogging services (Twitter etc.) and image and video sharing sites (YouTube, Flickr, Instagram etc.).

## Policy

ISPE maintains "official" presences on LinkedIn, Facebook, Twitter, and YouTube, as well as an official blog, iSpeak. These presences are managed and administrated by ISPE staff and carefully deployed to inform interested parties about ISPE activities, important Association and industry news, and other items of interest.

ISPE volunteer groups, Chapters, Affiliates, and subgroups who wish to maintain presences on social media sites may do so, provided they understand and follow these guidelines:

1. Social media presences other than the official pages maintained by ISPE staff are voluntary, and must be maintained by volunteer resources. No staff support is available for volunteer group or Chapter and Affiliate social media activity.
  - a. Many social media sites contain robust support options, which should be sufficient to help solve any technical issues that arise.
  - b. The contact information used to set up a social media site is that of the volunteer administrator.
  - c. It is recommended that Chapter and Affiliate groups plan their social media use carefully, to avoid spending volunteer resources on trial-and- error. [Smartblog on Social Media](#) and [Mashable](#) are both excellent resources, and there are a number of professional marketing firms who offer free webinars, whitepapers, and other resources online.
  
2. Volunteer groups, Chapters, Affiliates, and sub-groups may use their ISPE

sub- branded logo on their social media sites, provided that the logo usage conforms to current [ISPE's Brand Standards](#).

3. ISPE will not monitor content posted to Chapter and Affiliate social media sites; it is the responsibility of the managing group to ensure accuracy, appropriateness, and timeliness of posts.
  - a. When posting on ISPE sub-branded social media sites, it is important to remember that you are posting as a part and representation of ISPE. Therefore, it is important to keep your posts of a professional nature. While it is acceptable to post photos of social gatherings held by your volunteer group, Affiliate, or Chapter, for example, please examine the contents of photos carefully to avoid posting anything that would damage the image of the Association (photos of people who appear intoxicated, embarrassing situations, etc.).
  - b. Please be aware that many social networking sites allow non-administrators to post images, links, and content to your page. Regular review of all content and removal of any offensive, promotional, or other objectionable material is recommended.
4. ISPE reserves the right to periodically review volunteer groups, Chapter, Affiliate, and sub-group social media pages to ensure compliance with this policy. Any concerns related to this policy will be addressed on a case-by-case basis.
5. Questions about this policy may be addressed to Tracey Ryan, Affiliate/Chapter Relations Manager ([tryan@ispe.org](mailto:tryan@ispe.org)) or Jessica Bleess, Manager, Digital Strategy and Web Content ([jbleess@ispe.org](mailto:jbleess@ispe.org)).

#### **Basic Guidelines for Managing Social Media Efforts**

- Follow Appropriate Industry Laws and Guidelines
- Be Informed and Interesting - and Listen
- Always Be Respectful, and Be Polite When Disagreeing
- Make Sure You Properly Attribute All Content
- Be Responsive
- Use Discretion at All Times
- Transparency, Honesty, and Integrity Are Paramount
- Don't Mix Worlds –Know the Line Between Professional and Personal
- Be Authorized and Official
- Respond to Violations of Standards