

AIA Orlando is a professional organization representing a diverse membership, with diverse views and opinions. It is the policy of the organization that staff, board members and volunteers participating in its activities, particularly on social media, will be impartial, non-partisan, courteous, fair, non-defamatory. All opinions and positions expressed on behalf of AIA Orlando as an organization or its committees must be pre-approved by the board of directors. Only the President speaks on behalf of the organization with approval and direction from the board.

**What is it for?** Social Media accounts of AIA Orlando and its committees are established for the following purposes, solely:

- To disseminate information on programs, future, current and past.
- To share resources amongst professionals (be sure they are not copyrighted before sharing).
- To create community amongst the membership.
- To inspire involvement in AIA Orlando and its committees, events, and programs.
- To share board approved positions and messages.

Social Media accounts of AIA Orlando are not established for sharing personal opinions, personal agendas, personal stories, for self-promotion or promotion of friends.

**Account Creation and Management.** No social media accounts will be created on behalf of AIA Orlando or its committees or programs without prior authorization from the Board of Directors. When accounts are created, they are to be created by AIA Staff who will maintain Administrative Control. Social Media accounts may be closed when they are deemed no longer strategically relevant or cannot be reasonably accommodated and managed, at the discretion of the Executive Director and chapter President.

Only AIA Staff can post as the Organization or Committee. Committee chairs and board members can send items to staff to post as is appropriate, or they may post to pages and groups as themselves via their individual accounts. Chairs should identify themselves as Chair of X Committee. They may not post incognito or with an alias. Any personal opinions stated must include the disclaimer (e.g., "This is my own opinion and not that of AIA Orlando.").

### **Social Media Guidelines**

The following best practice guidelines should be followed for information shared on an AIA Orlando accounts or via personal social media pages, particularly if you identify yourself as an official representative or leader of AIA Orlando.

**Know and follow** AIA Orlando bylaws, conflict of interest policy, anti-trust policy, harassment policy, brand guidelines and AIA Code of Ethics and Professional Conduct.

**Be who you are and identify yourself.** Posting as yourself gives you the opportunity to be a role model for other members who are considering getting involved. Speak in the first person. Use your own voice; bring your own personality to the forefront. Always be aware of your association with AIA Orlando in online social networks. If people know you as a board member or committee chair of AIA Orlando, ensure your profile and content are how you wish to present yourself to other professionals. When sharing your opinions, you must make it clear that you are speaking for yourself and not on behalf of AIA Orlando unless express permission is granted by the board to do so.

**Make sure it's true.** If you post about other organizations, you must make sure that what you share is factual.

**Make sure it is relevant.** Only post to or tag committee pages or groups if content is relevant to the specific mission of that group. General posts and tags should only be on AIA Orlando. Sharing irrelevant information to a group defeats the purpose of having a specialized group and can supersede more relevant content.

**No arguing, nobody wins.** Avoid unnecessary or unproductive arguments or disparaging remarks, even when they are identified as your own opinion. Nobody wins and you will negatively affect your own and AIA Orlando's reputation in the process.

**Privacy and Permission.** Don't post information about a person or another organization unless you have the right to do so - consider intellectual property, privacy concerns and your board duties of care, loyalty, and obedience. For example, ask permission before posting someone's picture in a social network or publishing about a conversation that was meant to be private, whether you disclose who you were speaking with. Partners or vendors should not be cited or referenced without their permission. Do not share materials not legally shareable due to copyright.

**Fair Competition.** Even with permission, do not endorse a specific businesses or product on AIA Orlando social media. This may appear as an endorsement by AIA Orlando. We have a legal obligation to uphold fair competition amongst our members. When commenting on business or products be sure to identify your opinion as your own as an individual, not in your AIA role. It is okay to comment in general terms about the involvement of a vendor in an event or program. (e.g. "They were here." NOT, "They are the best!")

**Positivity.** Avoid controversial or polarizing topics that do not further the mission of AIA Orlando or its committees. Maintain a positive tone when making posts.

**Be the first to respond to your own mistakes.** If you make an error, be up front about your mistake and correct it quickly, as this can help to restore trust. If you choose to modify content that was previously posted, such as editing a post, make it clear that you have done so.

**Use your best judgment.** Remember to always use good judgment and common sense in deciding what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. It may be best to just not post. The AIA bars remarks about drugs, alcohol, off-color humor, ethnic slurs and profanity. AIA's logo is not permitted on personal social media accounts.