

Social Media Policy and Operating Guidelines of the Oregon Chapter of the American Fisheries Society

Social media is changing the way we work, offering a new model to engage with colleagues, groups, and the world at large. We believe this kind of interaction can help us build stronger, more successful professional relationships. It is a way for us to take part in global conversations related to the work we are doing at the Oregon Chapter of the American Fisheries Society (ORAFS), and things we care about. These are the official policy and supporting guidelines for participating in social media as a representative of ORAFS. This policy and guidelines will evolve and be updated as new social networking tools emerge.

Participation in social computing on behalf of ORAFS is not a right but an opportunity, so please treat it seriously and with respect. Contact the ORAFS External Director (ExternalDirector@orafs.org) for more information.

1. Terminology

- Administrators – People authorized by ExCom and given access to ORAFS social media accounts.
- Social Media Chair – The person responsible for overall social media account management, content, and security. The Social Media Chair reports to the External Director.
- ExCom – Executive Committee of the ORAFS Chapter
- Social media platform – Examples include Facebook, Twitter, Google+, LinkedIn, Instagram, blogs, etc and others developed in the future.
- Post – Any information that is placed onto the internet via an ORAFS social media platform by a user.

2. Operations

This section presents an overall operational structure for management of ORAFS social media accounts.

2.1. User Approval

- A. People requesting access to ORAFS social media accounts will make that request in writing (including the specific accounts they want access to and reasons why

- they want access) to the Social Media Chair and/or the External Director (ExternalDirector@orafs.org). The External Director will review these and present them to ExCom for consideration and approval. Approval shall be by a simple majority vote of ExCom.
- B. Approved users will receive passwords for the ORAFS social media accounts as requested by the user. As new social media platforms develop and ORAFS creates accounts, those may be available to authorized users.

2.2 Security

- A. Passwords will be changed at least annually (or as required by departure of an authorized user) by either the Social Media Chair or by the External Director.
- B. Users shall be responsible for maintaining passwords to ORAFS accounts in a secure manner and shall not disseminate passwords to non-authorized users.
- C. Users shall immediately notify the Social Media Chair and/or the External Director if security is compromised in any way such that access to an ORAFS account is possible by unauthorized people. If this occurs, the Social Media Chair and/or the External Director will immediately change the appropriate account passwords.
- D. Users are expected to follow the terms and conditions of all social media sites.

2.3. Posting

- A. Posts are made according to the guidelines that follow (see Section 2) by individual authorized users. Stick to your area of expertise; write what you know.
- B. It is not necessary to have ExCom approval for individual posts; however, users are expected to be professional, pertinent, and polite with their posted content.
- C. Please know and follow the ORAFS [Code of Ethics](#) and the American Fisheries Society's [Policy Statement on Advocacy Guidelines](#).

2.4. Monitoring

- A. The Social Media Chair and/or External Director shall either monitor or designate a single person to monitor use of ORAFS social media accounts by others. Use and or posted content not meeting these guidelines may result in removal of access privileges.
- B. Failure to abide by the ORAFS Code of Ethics and the AFS Advocacy Guidelines will put your participation at risk.
- C. If the Social Media Chair and/or the External Director are made aware, either through direct monitoring or reports from third-parties, of inappropriate use or content of an ORAFS social media account by an authorized users they shall take the following actions:
 - 1. Review the posted content in relation to the ORAFS [Code of Ethics](#) and the American Fisheries Society's [Policy Statement on Advocacy Guidelines](#) and

- the context in which the post was made (including other posts by that user, conversations, or other material that set the stage).
2. Review the complaint in relation to the posted material and the context in which the post was made.
 3. Discuss the post with the user who made the post.
 4. Determine if a violation of the [Code of Ethics](#) and the American Fisheries Society's [Policy Statement on Advocacy Guidelines](#) has occurred or if the user acted outside of this policy.
 5. Based on the outcome of this review, the External Director shall bring the issue to the attention of ExCom along with a recommended action. Because the suite of possible scenarios is vast, specific actions are explicitly not specified here but rather left up to the Social Media Chair, External Director, and ultimately ExCom.

3. User Guidelines

The following discussion assumes that a user is posting from an ORAFS account and therefore representing ORAFS.

3.1. Disclose

- Ethics: Represent ORAFS ethically and with integrity.
- Be transparent: When appropriate use your real name, identify that you volunteer with ORAFS and be clear about your role.
- Be truthful: If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.

3.2. Protect

- Privacy: Do not violate your own privacy or the privacy of others including, AFS, ORAFS, or ExCom. Remember, if you're online, you're on the record; everything on the Internet is public and searchable. What you write is ultimately your responsibility but has ramifications for ORAFS and everyone associated with the chapter.
- Don't tell secrets: Never reveal confidential information. If you're unsure, check with an ORAFS ExCom member. Off-limit topics include: unreleased information, personal information, anything pertaining to litigation, and non-published financials. Also, please respect brand, trademark, copyright, fair use, and trade secrets. Don't use ORAFS logos unless approved by ExCom to do so. If it gives you pause, pause rather than publish.
- Support your point: Anything you publish must be true and not misleading. Provide support for your posts with links to additional information.

- Don't overshare: Post and share information, but also be cautious about the content. Once you post material you usually can't retract it. Being judicious will help make content more crisp and audience-relevant.

3.3. Use Common Sense

- Perception is reality: In social media, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an ORAFS member, you are creating perceptions about your expertise and about ORAFS as an organization.
- Add value: There are millions of words out there—make yours helpful and thought-provoking. Communication via social media is most effective when you remember it's a conversation. Build community by posting content that invites responses and then stay engaged. Broaden a dialogue by including others who are working on the same topic. If it helps you, your coworkers, or our partner organizations do their jobs and solve problems; if it helps to improve knowledge or skills; if it contributes directly or indirectly to the improvement of ORAFS' processes and policies; if it builds a sense of community; or if it helps to promote ORAFS' mission, then it is adding value.
- Personal information: Users should minimize posts that are not directly organization or mission-related. Personal background information you choose to share about yourself, such as information about your family or personal interests, may be useful in helping establish a relationship between you and your readers, but in most cases should be done so via personal social media accounts.
- Keep it cool: There can be a fine line between healthy debate and incendiary reaction. Try to frame what you write to invite differing points of view without inflaming others. You don't need to respond to every criticism or barb. Be careful and considerate.
- Making mistakes: Did you screw up? If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

The ORAFS Social Media Guidelines have been adapted from Intel's and IBM's excellent policies.

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