



American Indian Alaska Native Employees Association

AIANEA POLICY/PROTOCOL FOR USE OF SOCIAL MEDIA

PURPOSE

The purpose of this Social Media Policy/Protocol is to provide guidance for the use and administration of the social media sites including but not limited to Facebook for the AIANEA and administrating individuals. All individuals administrating or using Social Media on the behalf of AIANEA must adhere to this policy set forth by the AIANEA President and National Council.

GOAL

The goal of AIANEA Social Media communication is to provide content to community members about AIANEA issues and services, leading to a more responsive and community based relationship between AIANEA and its members.

BACKGROUND

“Social media” refers to media designed to disseminate content (information, images, audio, and video) through social interaction, created using highly accessible and scalable Web-publishing techniques. The term includes “social network sites” that allow individuals and associations to construct a profile and create and share content with others. Examples of social media include, but are not limited to:

- Video-sharing sites, such as YouTube
- Blogs
- Photo-sharing sites, such as Flickr
- Podcasting
- Social networks, such as Facebook, MySpace, LinkedIn
- Microblogging and short messaging, such as Twitter

POLICIES AND PROCEDURES

Use of Social Media for official AIANEA purposes raises potential issues including but not limited to ethics, validity and legal. Therefore, all use of Social Media for the purpose of representing AIANEA shall be in accordance with this Policy/Protocol document and all applicable policies of workplace use of computers and electronic communications.

Establishing a Social Media Presence

Use of Social Media shall support the objectives of the AIANEA and represent the AIANEA in a positive and professional manner. The selected Social Media representative is responsible for overall management of Social Media presences and the strategies for engagement in them. To ensure consistent and appropriate use, individuals that wish to establish a presence in Social Media must request or be appointed by the AIANEA President.

Individuals must read and ensure compliance with all terms of use for any Social Media site or service prior to establishing a presence.

The AIANEA President or his/her designee will monitor content on the Social Media activity to ensure adherence to this Policy/Protocol. If a question of validity or content arises, this concern should be brought forth to the AIANEA President or appropriate National Council member.

Posting Information

Only the individual appointed to the management of the Social Media site and others authorized in writing or designee are authorized to post content on a Social Media venue on behalf of the AIANEA. Individuals posting content may only post content that has been approved for public dissemination and is within those individuals' areas of expertise and role.

Appointed AIANEA member using Social Media on behalf of the Association must be truthful at all times about whom they are and their role with the AIANEA.

The tone of Social Media content is often informal; however appointed individuals are encouraged to adhere to any association writing style guidelines whenever possible. Linking to related AIANEA site pages is strongly encouraged whenever practical and appropriate.

The association must either own or have a valid written permission to use the content, including images, videos, sound records, etc., posted to its social media sites.

Prohibited Content

All content posted by AIANEA to Social Media sites shall support the AIANEA Social Media goals described in this Policy/Protocol. The AIANEA individual is prohibited from posting content about:

- Items that may reflect negatively on the AIANEA or its members.
- Potentially controversial issues
- Actual or potential legal claims, lawsuits or other legal issues
- Personnel matters
- Budget planning and priorities
- Personal opinions on Association issues or any other issue
- Political issues, including opinions about elected officials or candidates for elective office and issues appearing on an election ballot
- What a council member might think about an issue or speculation about a potential decision they might make

Prohibited Content (continued)

AIANEA posted content may not include content that is illegal under federal, state or local laws, or that is defamatory (i.e. slander or libel) or indecent, or that promotes hate, alcohol, profanity, obscenity or pornography.

Comment Policy

If friends or members of Social Media prove not to adhere to the set forth items in this document than the Appointed AIANEA individual responsible for the Social Media sight will remove comments and the individual's access.

Images

Images posted by AIANEA or Individuals will adhere to copy right policy of ownership. Images will not contain or reflect items listed under Prohibit Contend.

Account Set up and Settings

Official account names or user names on social media sites shall be established using "AIANEA or American Indian Alaska Native Employees Association" as the leading identifier.

Profiles or posted content must never contain a personal e-mail address or any other personal information, except the name of the individuals whose job duties include being available for contact for the social media site account.

The design shall be consistent with the AIANEA logo. The logo (with or without the name) shall be used as the account profile picture or background image. Any other image used on a city social media site must be approved by the AIANEA president.

All AIANEA social media sites shall enable all accessibility features available on the sites to make the content as accessible to everyone as possible.

User Names/Passwords

The AIANEA president and his/her designee have the authority to remove content and account. Social media requires an existing individual account for creation. The management of the site will be managed through the appointed individual's account making use of existing account names and passwords. However, multiple individuals can be added as backups and managers of the social networking site per reasonable request to the AIANEA president and national Council.

ACTION

Approval by AIANEA President.

Name: _____ Date: _____

Ciro Lo Pinto, AIANEA President