**ACC Internal Social Media Policy**

ACC’s Social Media Policy is based on our mission, vision, and operating values. The policy aims to serve as a guide for employees acting on behalf of the association, as well as those engaging in social media personally. As such, it covers employees creating or contributing to social media platforms that are affiliated with the association and activities in the online arena that could potentially damage our hard earned reputation and brand.

All association’s social media activity and connections must be through the association-controlled accounts. These accounts and their passwords belong solely to the association and are the only accounts that may use the association’s logos or other trademarks.

The ACC communications department monitors and oversees the identification of the association spokespersons and use of the association’s social media platform accounts. Any use of or creation of association accounts requires permission from the communications department.

Association staff may be asked by supervisors or leadership to engage in Internet conversations for work-related purposes. Such engagements must be approved and coordinated through the communications department.

Accounts used for association-related matters should not contain content that conflicts with or could potentially conflict with the association’s corporate brand, position, or views.

Good Practical Advice on Using Social Media

* Be professional, ethical and treat others with respect. Do not disparage the association, its leadership, membership base, or other staff. Please refrain from political statements about the association, our members, and their employers.
* If you are communicating on behalf of ACC, verify the accuracy of all information before posting.
* If you communicate publicly online about ACC related matters disclose your connection with ACC and your role. Avoid using unprofessional online personas.
* Refrain from issuing statements that are unrelated to your responsibilities or inconsistent with the association’s brand, mission, or views.
* Follow the terms and conditions of use that have been established by each platform for your social networking activities.
* Where your connection to ACC is apparent, provide clear disclaimers that the views expressed by the author are the author’s alone and do not represent the views of ACC. Example: “This is a personal blog. The opinions expressed here are my own and not those of my employer.”