**ACC Social Media**

As social media continues to change the way the world communicates, we at ACC, believe it provides an opportunity to engage and interact with the in-house counsel community on a broad level. We recognize the value of participating in online conversations and the opportunity it provides to further advance ACC’s mission to “promote the common professional and business interests of in-house counsel through information, education, networking opportunities and advocacy initiatives.”

ACC encourages online engagement with members, industry peers and in-house communities. As a result the follow guidelines have been developed as a rule of thumb for online activity.

1. **Be transparent.** Participants must disclose their affiliation, role and/or responsibilities within ACC. The use of an online persona will not be condoned by ACC; any untruths can be easily discovered and are advised against in any form. Be honest. In an effort to advance ACC’s strategic goals, your position, expertise and knowledge base can be valuable to the online conversation. In contrast, do not pretend to be something/someone that you are not, it will not only jeopardize your credibility, but that of ACC as well. When engaging as an employee of ACC, incorporate a disclaimer that the “opinions expressed are not a reflection of ACC.”
2. **Be consistent.** Be mindful of ACC’s core values, mission and strategic goals to ensure that ACC remains consist in messaging. If you are an ACC spokesperson, you are to follow all spokesperson guidelines in online interactions. If you are unsure of ACC’s position on a topic, do not speak on behalf of the organization. Refer to #1.
3. **Have respect.** Be aware of any platform guidelines and make sure that you are in adherence. Do not engage in online disputes with ACC affiliates, members or consultants.
4. **Safeguard.** Honor and protect ACC’s image and reputation by withholding any proprietary information. Be mindful of ACC’s membership eligibility rules and requirements and adhere to ACC policies.
5. **Be smart.** ACC represents a portion of the in-house community—lawyers; always keep the mission of the organization in mind when engaging in online conversations on behalf of the organization. Be kind to others. Remember, it can be difficult to remove comments and information once it is live, think twice, “When in doubt, leave it out!” Feel free to contact ACC’s legal department with any questions: legalresources@acc.com.