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The Institute of Nuclear Materials Management

SOCIAL MEDIA POLICY

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Purpose and Executive Summary

The Institute of Nuclear Materials Management (INMM) will employ social media to advance the safe, secure and effective stewardship of nuclear materials and related technologies through the advancement of scientific knowledge, technical skills, policy dialogue, professional capabilities, and best practices. Through social media interactions, INMM can share information with and expand the communities in which it operates. The use of a social media strategy will ensure that when the Institute wishes to communicate publicly as an entity – whether to the membership or to the general public – it has a well-established means to do so, while fostering individual interactions. These individual interactions represent a new model; not mass communications, but a select mass of communicators spreading the message of INMM.

The information to be regularly shared on social media will be:

Internally Generated Content	Externally Generated Content (share, follow, etc.)
<ul style="list-style-type: none"> ● INMM Updates and Information ● INMM and partner event updates ● Professional Awards and recognition ● Technical Professional Spotlight – with a focus on members’ activities in the professional community ● Honor Institutes/Members’ Legacy ● Share available resources 	<ul style="list-style-type: none"> ● Share relevant technical updates from partner institutions and organizations ● Share previously approved information from partner institutions ● INMM Social Media voice must not support content that contains propaganda, bias, or salacious information that may damage relationships

Objectives and Metrics

Objective	Metrics
Extend reach of existing Institute messages online (e.g. news, speeches, web updates, YouTube videos) by building relationships with relevant audiences including intermediaries, stakeholders, and key influencers such as journalists and bloggers	<i>Number of followers; relevance and type of followers; number of web traffic referrals from social media to our website content</i>
Provide an informal, ‘human’ voice of the organization to promote comprehension of and engagement with our Institute messages	<i>Feedback from followers (unsolicited and solicited)</i>
Provide thought leadership and credibility, increasing our visibility as the experts in our remit within the online space	<i>Feedback from followers (unsolicited and solicited); number of re-tweets (Twitter users repeating our updates); clickthroughs from our tweets, etc</i>
Provide an additional, low-barrier method for audiences to interact with INMM to provide feedback, seek help and suggest ideas	<i>Volume and quality of @reply and DM contact from followers; impact of this feedback on INMM</i>

As appropriate, provide live coverage of events for those who cannot attend in person	<i>Number of events covered per year; positive feedback on that coverage</i>
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Overview

This document describes why and how we intend to establish and manage an INMM presence on social media, it covers:

- Objectives and Metrics
- Roles and Responsibilities
- Management
- Appropriate Topics
- Content
- Interaction
- Following and Followers
- Respectful Behavior
- Handling and Response of Questionable Posts
- Risks and Mitigation
- Definitions

Roles and Responsibilities

INMM Executive Committee

- Review and approve the INMM social media policy after non-editorial changes or edits.
- Consider and take disciplinary action in the case of violations of this Social Media Policy

INMM Headquarters

- Post Institute news, publications, and information about events, activities, workshops, and the Annual Meeting
- Monitor posts on social media channels made by volunteers and hide or delete them as appropriate
- Alert the social media subcommittee chair and/or the EC to violations of the social media policy, if necessary
- Retweet relevant society tweets as appropriate (e.g., ANS, WINS, etc.)
- Advise the social media subcommittee on recommended social media platforms and best practices in social media for associations
- Maintain the subcommittee membership list in accordance with Communications Committee
- Maintain and update the channel passwords as appropriate

Communications Committee Chair

- Review and (as necessary) recommend updates and changes to the INMM social media policy, roles and responsibilities
- Provide oversight to ensure effective functioning of the subcommittee and coordination with other communication media
- Appoint the chair of the INMM subcommittee responsible for social media

Chair of the Social Media Subcommittee

- Establish the INMM voice and social media presence
- Establish a team to maintain content on INMM accounts, assign account managers and administrators
- Oversee the activity of all account managers/administrators to ensure they are adhering to the guidelines as stated in this document
- Represent INMM a point of contact for social media inquiries
- Designate time weekly to maintain and manage the pages
- Report regular activity directly to the Communications Committee Chair
- Report all suspicious activity to the Communications Committee Chair
- Monitor all posts for factual accuracy, relevance and respond to issues

Account Managers/Administrators

- Post and maintain content on INMM accounts under the INMM name/voice
- Monitor all posts for factual accuracy and communicate issues
- Post information that fits under “appropriate topics” – if unsure, council with other members of the committee before proceeding
- Report all suspicious activity to the Social Media Subcommittee Chair
- Sign all content posted under the INMM name/voice
- Immediately hide content that falls under “Inappropriate Topics” from public view

Management of Social Media Pages

A limited number of administrators will have posting authority on the INMM social media pages; only those officially designated by INMM have the authorization to speak on behalf of the Institute. The list of authorized personnel will be evaluated, updated and presented at the annual EC meeting in conjunction with the annual meeting. INMM Headquarters (HQ) will maintain access and passwords. Passwords will be changed a minimum of every 6 months, whenever there is an update to the authorized persons list, or if there is suspicion of account compromise.

This select group of administrators will be educated on appropriate posting protocol so that they provide a positive, proactive and valuable resource for INMM followers. All information must be traceable to the goals of INMM. No personal information is to be shared via INMM accounts. Administrator rights may be withdrawn at any point if an administrator is abusing/misusing their role.

Appropriate Topics

Appropriate topics include, but are not limited to, INMM activities and events, articles (both internal and external) related to INMM, links to related websites or blogs, and retweets of useful content tweeted by others that is in line with these objectives:

Appropriate Topics	Inappropriate topics
<ul style="list-style-type: none"> ● INMM initiatives and announcements 	<ul style="list-style-type: none"> ● Posts related to politics or religion

<ul style="list-style-type: none"> ● Relevant resources ● Annual Meeting updates ● INMM Calendar of Events ● Research/recruitment postings ● INMM Updates ● Videos relevant to above topics ● Advocacy information and calls to action specifically promoted/approved by INMM Board ● Cross-posts between INMM's different social media outlets ● Membership updates ● Articles and updates about members of INMM ● Promotion of sister organizations (including retweets and reply tweets directed at those organizations to enhance and strengthen inter-society relationships and to encourage larger established organizations to follow ours on Twitter) ● INMM Awards ● Conference live tweets including those from INMM Annual Meeting ● Specific messages to membership or public from the INMM Executive Committee ● INMM approved job postings 	<ul style="list-style-type: none"> ● Any post that may contain vulgar or discriminatory content ● For-profit advertisements* (Excluding content related to INMM exhibitors and sponsors as generated by INMM HQ) ● Copyrighted items INMM does not hold the rights to distribute.
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* All posts and communications must comply with US Tax Code rules regarding unrelated business income (UBI), which shall preclude an endorsement by INMM of exhibitor or sponsor's company, products or services. Additionally, while a link to a sponsor or exhibitor's webpage as an acknowledgment is appropriate, no link to a product (or service) order page or similar transactional platforms is permitted. Social media acknowledgment of sponsors and exhibitors must be included in lists of sponsor and exhibitor benefits, which are typically found in INMM's sponsor or exhibitor prospectus documents.

INMM Content

Note: this is a professional social media forum and will have expectations of conduct with involvement at INMM events. INMM welcomes followers to share relevant professional information, coordinate activities and collaborate with fellow INMM members.

The following section describes expectations of INMM postings.

- **Human** – Social media users can be hostile to the over-use of automation and to re-gurgitation of press release headlines. While institutional in message, the tone of our social media platforms must therefore be informal spoken English, human-edited and – for the most part - written/paraphrased for the channel.

- **Re-tweetable** - to make it easy for others to re-tweet our most important announcements, we will restrict those tweets to 140 characters.
- **Timely** - in keeping with the 'zeitgeist' feel of social media, our postings will be about issues of relevance today or events/opportunities coming soon.
- **Credible** - while postings may occasionally be 'fun', we should ensure we can defend their relation back to our objectives. Where possible there should be an actual link to related content or a call to action, to make this credibility explicit.
- **Inclusive** - in keeping with the knowledge-sharing culture of social media, INMM should pursue opportunities to signpost relevant content elsewhere and re-tweet/re-post messages from stakeholders and other government departments.
- **Institutional** - as an extension of the INMM website, the primary focus should be on topics surrounding INMM.

Interaction via Social Media

The following section describes how INMM will interact with the public on social media.

Asking and answering questions – occasionally, we may be able to ask questions of our followers for immediate customer insight or to conduct a 'straw poll' on behalf of a specific policy area. More often, we will answer questions put to us via platforms from our followers. These answers will be visible to all our followers, not just the person who asked them.

Crisis communications – in the event of a major incident where INMM needs to provide up to the minute advice and guidance, social media would be used as a primary channels alongside our INMM website.

Hashtags

It is a convention among social media users to distinguish content using semantic tags (keywords), preceded by a # sign. This enables other users to search and filter based on those key terms, collaborate and share relevant information, and enables 'trending'

INMM will use hashtags when:

- Providing live coverage of events or providing crisis communications. In this event it is likely that a common hashtag will already have been established and we would follow suit.

Following and Followers

INMM will actively follow other relevant organizations and professionals. We will not initiate contact by following individuals. We will, however, automatically reciprocate by following anyone who follows our account ("follow back"). This is a reasonable and customary practice.

- It is expected social media etiquette to follow people back when they follow you.
- Having an imbalance between 'following' and 'follower' figures can result in a poor social media reputation.
- Vetting followers and manually following them back is time intensive and of low value.

Following back is generally automatic and does not imply any endorsement by INMM; the Account Administrators shall regularly review and update the list of those followed by INMM for appropriateness.

Respectful Behavior Policy

The open exchange of ideas, freedom of thought and expression, and productive scientific debate are central and inclusive goals of INMM. These require an open and diverse environment that is built on dignity and mutual respect, free of bias and intimidation, for all INMM staff, members and followers. Therefore, INMM is dedicated to providing a safe, welcoming, and productive experience for everyone participating in online discussions, regardless of age, color, creed, disability, ethnicity, gender identity and expression, marital status, military service status, national origin, parental status, physical appearance, race, religion, sex, or sexual orientation.

INMM will not tolerate harassment of or by participants (including INMM volunteers and staff) in any form, including discriminatory harassment. Participants in INMM activities who violate this principle are subject to censure or expulsion from membership.

Handling Questionable Information Posted to Social Media

If questionable content is posted to an INMM social media channel, account managers need to take immediate action. It is up to the account managers to preserve the image of INMM by filtering what is posted to the account and reporting any violations to the Executive Committee.

If anyone (member or non-member) has posted information on social media that is threatening, illegal or that violates the Respectful Behavior Policy outlined above, account managers should take a screen capture of the post before hiding it. If the poster is a member, volunteer or staff member of the INMM, the Executive Committee may take further disciplinary action. If the questionable or offensive content is posted by a member or non-member the Social Media Subcommittee may have the individual blocked from viewing and posting to the account or report the poster's account to the Executive Committee. A summary of all social media activity will be documented monthly and reported through the Communications Chair to the Executive Committee as part of the regular reporting by INMM standing committees. If specific action is required, the Social Media Subcommittee will forward a recommendation directly to the Executive Committee for a decision.

INMM Response to Questionable Social Media Posts

It is possible that derogatory or inaccurate comments may be posted in response to an INMM post, or posted directly to an INMM social media wall. In such an event, the Social Media Subcommittee will as first priority take steps to avoid escalation of negative comments. It may gather and share correct information that ties back to the organization's mission and vision to counter false or misleading posts. The Subcommittee may take action on whether or not the post should remain on the wall.

INMM Mission

The Institute of Nuclear Materials Management (INMM) is an international professional society dedicated to development and promulgation of practices for the safe, secure and effective

stewardship of nuclear materials through the advancement of scientific knowledge, technical skills, policy dialogue, and enhancement of professional capabilities.

Risks and Mitigation

Risk	Mitigation
Criticism arising from an inability to meet the demands of social media users to join conversations/answer enquiries, due to resource and clearance issues	<i>Reduce by managing expectations with clear, published social media policy; use holding replies where answer will need research; respond to 'themes' not individual replies</i>
Inappropriate content being published in error	<i>Establish 'light' but effective procedural controls and guidelines for social media users; require clearance of all postings through account managers</i>
Technical security of the social media accounts and potential for hacking and vandalism of content	<i>Change passwords frequently (minimum 6 months using strong passwords; avoid using unknown 3rd party tools that require the account password</i>
Lack of availability due to social media platform being over capacity	<i>Accept, occurs rarely and is brief</i>
Squatters/spoofers on social media platform	<i>Reduce by registering alternative names. Accept residual risk and monitor for this occurring. Report spoof accounts to appropriate platform</i>

Definitions

Term	Definition
Social media	Social media refers to interaction among people in which they create, share and/or exchange information and ideas in <u>virtual communities</u> and <u>networks</u> . ^[1] Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities and individuals.
Social network	A social network is a <u>social structure</u> made up of a set of <u>social actors</u> (such as individuals or organizations) and a set of the <u>dyadic ties</u> between these actors.