

AHRD Communications Policy

1. **AHRD Vision Statement**
The AHRD Vision Statement guides the communications of the Academy to membership and other constituencies. The statement reads: AHRD is dedicated “to lead human resource development through research.”
2. **AHRD Communications**
The type of communications and publications, and their schedules will be determined by the Board and the Senior VP of Membership Communications and Practice, or by designated others. Communications deadlines and distribution of communications will be established by the Board and the Senior VP of Membership Communications and Practice, or by designated others to allow for sufficient time for publication.
3. **Member Communications**
 - a. AHRD leadership and staff will work to ensure that no more than two all-member emails are distributed to members per month.
 - b. An exception to 1.a is the communication by the Conference Committee to members. In addition to the Digest, the Conference Committee or their designee can do up to 2 additional e-mails during a month between September and February for the purposes of solicitation, marketing, or promotion of, or related to, the annual Conference in the Americas.
 - c. All communication will be facilitated through the AHRD office and Executive Director with support from the Board of Director’s Communications Designee.
 - d. All AHRD Communications must comply with the AHRD Visual Standards.
4. **The AHRD Digest (monthly publication)**
 - a. The publication schedule for The Digest will be determined by the Board and The Digest Editor. Submission deadline will be the 10th of each month to allow for sufficient time for publication on or about the 15th of each month. Any changes to the submission deadline will be communicated to all members.
 - b. The Digest will be distributed to members at least 10 times per year with no more than one being sent per month. The distribution schedule will be set by The Digest Editor and AHRD staff.
 - c. All issues of The Digest will be archived on the AHRD website for no less than 12 months.
 - d. An editorial disclaimer will be included in each Digest issue.
 - e. Any member of AHRD may submit content to The Digest by following the instructions listed on the AHRD website.
 - f. All content should align with the study of human resource development theories, processes, and practices; the dissemination of information about HRD and the application of HRD research findings; and provide opportunities for social interaction among individuals with scholarly and professional interests in HRD from multiple disciplines and from across the globe.
 - g. No commercial/for profit content or advertisements will be included in the Digest without prior approval of the Board and a fee assessed to the company.
 - h. Sections of The Digest can include, but are not limited to: Message from the President and/or Board, SIG news, News for Members, Conference Updates, Member Spotlight, and Announcements. Final content decisions are made by the Editor in consultation with Board members and AHRD staff.

5. Website

- a. Website content is determined by the AHRD staff in consultation with the Board's Communications Designee and Board members. Only board members or their designee may submit website content for consideration. She or he must do so in writing to the AHRD office no later than the 10th of each month for inclusion by the 15th. Content will be considered if it is of importance to the majority of AHRD members, requires widespread marketing for AHRD sponsored/endorsed events, is included in a recent issue of the Digest, and cannot be disseminated to a small target audience through alternative means.
- b. The AHRD website will feature photos taken at AHRD events.
- c. Disclaimer language will be placed in both the registration and onsite brochures for any events where photos are taken so people will be aware that their photos may be used for AHRD publicity.
- d. Photographs will be changed quarterly so that there will be opportunities for multiple members to be featured throughout the year.
- e. SIG leaders are responsible for writing, editing, and approving content written by others that will appear on their pages. Both should consult with the AHRD staff to ensure pages are organized and written in a user-friendly way.
- f. Members agree to not post or transmit any unsolicited advertising, promotional materials, junk mail, spam, chain letters, pyramid schemes, any form of lottery or gambling, any other form of solicitation, or anything defamatory, abusive, profane, threatening, offensive, or illegal. AHRD accepts no responsibility for, and disclaims all warranties with regard to, the opinions and information posted in the member sections of the AHRD website, and will not be liable for any damages in connection with the use or performance of any information posted in there. AHRD reserves the right to terminate, without prior notice, the use access of any user who does not abide by the Group Rules, which are subject to change at any time.
- g. With respect to copyright, members are not to post any information or other material that is protected by copyright without the permission of the copyright owner. Moreover members may not use any words, logos, or other marks that would infringe upon the trademark, service mark, certification mark, or other intellectual property right of the owners of such marks without the permission of such owners.

6. Social Media

- a. Social media is defined as media for social interaction, using highly accessible and scalable communication techniques. AHRD currently controls the following approved accounts Twitter, LinkedIn, and Facebook. As technology evolves, additional accounts and platforms may be added to this list with an amendment to this policy. Any new accounts must be approved by the Board. Members are not authorized to set up new AHRD accounts without written permission from the Board. Any other use of the AHRD logo on a Social Media platform is unauthorized. Ownership of each account must be under control of the organization in the same way that other organizational assets are. Administrative access is to be shared between Board members or their designees and staff. Usernames and passwords are to be shared with AHRD staff. AHRD will authorize one-two members to be the lead on each platform. This individual will be appointed as appropriate by the Board.
- b. Current AHRD Platforms:
Twitter: @AcademyHRD
Twitter is a mode for sharing updates, informal news, and ideas of interest to members. Twitter posts and feeds are searchable public documents and anyone can follow AHRD

on Twitter. Board members or their designee may be given access to @AcademyHRD in order to facilitate posting, review, and management of the account.

LinkedIn: @Academy of Human Resource Development

The AHRD LinkedIn page is an open discussion group for members and non-members. All discussions are fully visible, searchable, and shareable on the Web. The purpose of the LinkedIn Page One is to allow users to maintain a list of contact details of people with whom they have some level of relationship, enable discussion among those with an interest in HRD, and allow users to seek out and maintain communication with others that have similar interests.

Facebook: @ AcademyofHumanResourceDevelopment

The AHRD Facebook Page posts and conversations are available to members and non-members. The purpose of the Facebook Page is social and informational. AHRD does not monitor the Facebook Page for inappropriate postings. In the event that any inappropriate posting or unauthorized use of the Facebook Page is brought to the attention of AHRD, AHRD may take all appropriate action, in its sole discretion.

Google+: @ AHRD Office Ahrd

The Google+ Page purpose is social and informational. AHRD does not monitor the Google+ Page for inappropriate postings. In the event that any inappropriate posting or unauthorized use of the Google+ Page is brought to the attention of AHRD, AHRD may take all appropriate action, in its sole discretion.

Youtube Channel: @ AHRD Office Ahrd

The AHRD Youtube Channel is for sharing informational and/or instructional videos of interest to AHRD members, HRD scholars, and practitioners. Videos are posted or approved by Board members or their designee. Board members or their designee may be given access to the channel in order to facilitate posting, review, and management of the account.

- c. Groups within AHRD (i.e. SIGs) may maintain a social media presence, but must adhere to the AHRD Communication Policy. AHRD does not monitor these affiliated pages/sites for inappropriate postings. In the event that any inappropriate posting or unauthorized use of the page/site is brought to the attention of AHRD, AHRD may take all appropriate action, in its sole discretion.
- d. The AHRD presence on Social Media Platforms should support the mission and values of AHRD. Social Media authors for AHRD should always remember they are representing the organization.
- e. Most content should relate to:
 - i. Excellence in HRD research
 - ii. Interesting examples of usage of HRD research
 - iii. Articles and other content available online that relates broadly to the study or practice of HRD
 - iv. Events that would be of interest to our members, and non-members who are involved in HRD
 - v. HRD events and publications, including SIG and Committee, events, where appropriate
 - vi. AHRD membership benefits and categories of member discounts.
 - vii. Social media promotion included as part of a paid sponsorship or other agreement.

- viii. Pointing to interesting and suitable content posted by our own members in the form of blogs or other published articles.
- ix. Responding to members interactions where they relate to the foregoing topics
- f. Content should avoid:
 - i. Language that might reasonably be considered offensive, such as swearing or inappropriate naming of religious or political figures
 - ii. Self-promotion of the author representing AHRD
 - iii. Promotion of a specific business, discount, or advertisement
 - 1. Linking to a press-release to a genuinely new service in our industry would be acceptable.
 - 2. Promoting discounts by specific companies for AHRD members
 - 3. Regularly generating links to a business of any kind would not be acceptable.
- g. When a member communicates through social media, unless authorized to speak on behalf of AHRD, they are representing themselves.
- h. AHRD reserves the right to monitor, prohibit, restrict, block, suspend, terminate, delete or discontinue a member's access to any social media site affiliated with AHRD, at any time, without notice and for any reason and at its sole discretion. AHRD may remove, delete, block, filter, or restrict by any other means any materials at AHRD's sole discretion.
- i. If a representative of AHRD posts on a social media platform in a manner that results in a legal action or related costs, AHRD will indemnify the member only if the member has clearly stayed within the guidelines of this policy.

7. Press Releases

- a. Press releases will be approved by the AHRD President, Board Communications designee, and the AHRD Executive Director.

8. Photography and Videography

- a. All images and video taken by AHRD are owned and copyrighted by AHRD. Any reproduction, duplication, transmission or publication without written permission from the AHRD Board is prohibited.
- b. No images or video taken by a photographer from AHRD may be used by a third party as a tool to promote an agency, organization, or publication without the consent of the AHRD Board.

9. Membership Lists

- a. The AHRD membership list is Intellectual Property. AHRD does not sell its membership list to the public, vendors, or other organizations. At times, AHRD may allow Exhibitors/Sponsors or other organizations to use the AHRD mailing list for a one-time, pre-approved mailing as part of their Exhibitor and Sponsor Agreements. Any mailing approved by AHRD will state: "This communication has been approved by AHRD." Approval does not mean endorsement.
- b. Copying or republishing the online membership directory is strictly prohibited.

10. Logo Usage

The AHRD logo, in electronic form, is available to all members who are current in dues and in good standing with AHRD. The logo may be used on business cards, letterhead, websites, electronic signatures, and additional marketing materials. Contact AHRD office to obtain an electronic logo. Logos on members' websites must contain a link to the AHRD website.

Amended and approved 10/18/14