

ACCED-I Social Networking Guidelines

The Association of Collegiate Conference and Events Directors-International (ACCED-I) believes in fostering a thriving online community and supports social networking as a valuable component of shared media. ACCED-I's Social Networking Guidelines have been developed for ACCED-I and the members who use ACCED-I's social networking sites such as Facebook, Twitter, and LinkedIn.

Disclaimer

The Association of Collegiate Conference and Events Directors-International (ACCED-I) does not endorse, support, sanction, encourage, verify or agree with comments, opinions or statements posted on the social networking sites. Information posted on social networking sites is the opinions of those who post the statements and do not necessarily reflect the views of ACCED-I.

Information posted on social networking sites is not private. By posting a message, you have given the right for ACCED-I and others to reproduce and distribute information posted.

The ACCED-I social networking sites are not moderated and does not practice editorial control over materials posted. Users may post messages directly and by doing so are solely responsible for message content. However, in the event that inappropriate material is posted, ACCED-I will take appropriate action including possible removal from the sites.

By participating in an ACCED-I Social Networking Group, you have agreed to the following:

- You agree not to enter any agreements, understandings, or discussions regarding prices, discount, and terms or conditions of sale, profit, profit margins, and cost data.
- You agree not to use obscene or offensive language.
- You agree not to post materials that are libelous, abusive, offensive, and defamatory or constitutes unauthorized advertising.
- You agree not to post materials that encourage criminal conduct or violate local, state, federal and international law.
- You agree not to communicate any material that advertises or solicits others to engage in non-competitive activities.

Legal Parameters

The following paragraphs discuss your general legal responsibilities and non-disclosure obligations. Failure to abide by these guidelines can result in serious ramifications, such as the loss of social networking privileges and the removal of material. The word "material" refers to anything posted on ACCED-I's social networking sites, including but not limited to, comments, documents, photographs, and videos.

Legal Liability

You are personally responsible for the material that you post on ACCED-I's Social Networking sites. You can be held personally liable for any material deemed to be defamatory, obscene, proprietary, or libelous (whether pertaining to ACCED-I, individuals, or any other company). In essence, you post material at your own risk. Outside parties actually can pursue legal action against you (not ACCED-I) for postings.

Do not post material that is illegal, sexually explicit, obscene, defamatory, derogatory, related to alcohol or drug use, or in violation of copyright laws.

ACCED-I's Social Networking sites are not for commercial use. Any advertisements or other for-profit materials not authorized by ACCED-I are strictly prohibited.

ACCED-I reserves all rights to refuse to post any material or remove any material that violates these guidelines, violates ACCED-I policy, or is otherwise inappropriate.

Company Privileged Information

You may not post material regarding any confidential information related to ACCED-I's policy, strategy, financials, members, etc. You may not use the ACCED-I logo and/or trademarks without ACCED-I's express written permission.

Press Inquiries

Postings may generate media coverage. If a member of the media contacts you about a ACCED-I-related blog posting or requests ACCED-I information of any kind, contact ACCED-I at (970) 449-4960 ext. 300. You should also reach out for PR clarification on whether specific information has been publicly disclosed before you post material.

Best Practices

Be Respectful

Respect your audience and your colleagues. Take care not to engage in any conduct that would not be acceptable in the workplace. All ACCED-I members can be viewed (correctly or incorrectly) as representatives of the Association, which can add significance to your public reflections on the organization (whether you intend to or not).

Be Mindful of Your Public Image

Consider the image you want to portray to the public. Be mindful that what you post may be viewed by colleagues, coworkers, clients, students, administrators, and community members, and may stay public for a long time.

Use Your Best Judgment

Remember there may be consequences to what you post. Consider your content carefully. If you are about to post something that makes you the slightest bit uncomfortable, review these guidelines and think about whether to post the material.

Social Networking Groups

ACCED-I currently maintains group accounts on Facebook, LinkedIn, and Twitter. Each region is permitted to establish Regional Social Networking Groups (RSNG) on the above social networking outlets for communicating with ACCED-I members within the region. If a group on a social networking site other than LinkedIn, Facebook, or Twitter permission must be obtained from ACCED-I prior to establishing the group.

Purpose

Generally, the RSNG should be used to:

- Conduct regional ACCED-I business
- Promote regional events and the ACCED-I Annual Conference
- Communicate regional news
- Post announcements specific to members in a particular region

Guidelines

- Social networking groups may be set up for individual regions if there is a volunteer willing to serve as administrator who is responsible for overseeing all activities of the group.
- The Regional leadership must communicate with Manager of Communications and Marketing on who the admin for groups should be.
- The Manager of Communications and Marketing will monitor postings and holds the right to remove members due to inappropriate postings.
- RSNG must adhere to the ACCED-I Social Networking Guidelines

- Jobs should NOT be posted on the RSNG unless they have also been posted in the online career center.