



1. “Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. Social media is a blending of technology and social interaction for the co-creation of value.” (Definition via Wikipedia)

2. Purpose of this Policy

- To provide a framework of courtesy / ethical principles and responsibilities for people posting to/interacting with APMP social media outlets
- To establish crisis procedures, timelines and responsible parties (if/when needed).

The policy does not provide a framework to consolidate (and regularly update) the list of various social media outlets in use by APMP and relevant chapters/associated groups. The goal is to track these resources against overall marketing strategy/effectiveness and to provide to members who may benefit from this knowledge. This information will be tracked separately and is not included in the policy.

3. Typical Social Media Outlets as of May 2011

Typical social media outlets that APMP members may have interaction with include BUT ARE NOT LIMITED TO:

- APMP Website at www.apmp.org
- APMP Chapter Websites
- LinkedIn
- Facebook
- Twitter
- Forums (on APMP website):
- Other Social Networking sponsored by APMP

Actual links and statistics are tracked separately.

4. Social Media General Framework

4.1 Social Media Courtesy Principles

The APMP Board, staff and members are to be guided by the following courteous principles when using social media:

1. Know and follow APMP’s ethical principles (see below for reference)
2. You are personally responsible for the content published on any user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy.
3. If, as a member, you publish content to any website outside of APMP and it has something to do with APMP’s policies or positions, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent APMP's positions, policies or opinions."
4. Respect copyright, fair use and financial disclosure laws. Ask if you are not sure what they are.
5. Do not provide confidential or other proprietary information.



6. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would contradict with the APMP Code of Ethics.
7. Ensure your profile or other published information and related content is consistent with how you wish to present yourself with colleagues and clients.
8. Refrain from postings that promote your political or religious beliefs.
9. Try to add value. Provide worthwhile professional information and perspective.

4.2 Social Media Ethical Principles

The APMP Board, staff and members are to be guided by the following ethical principles when using social media:

1. Comply with rules, government regulations, and laws in their respective countries, as well as other appropriate private and public regulatory agencies.
2. Ensure compliance with all rules concerning interaction with clients and Government liaisons.
3. Protect sensitive information and comply with all legal requirements for the disclosure of information.
4. Avoid conflicts of interest, or the appearance of same, and disclose to their employer or client any circumstances that may influence their judgment and objectivity.
5. Ensure that a mutual understanding of the objectives, scope, work plan, and fee arrangements has been established before accepting any assignment.
6. Represent the proposal profession with integrity in their relationships with employers, clients, colleagues, and the general public.
7. When in doubt about how to resolve an ethical dilemma, confer with a person you trust—one who is not directly involved in the outcome.

5. Specific Responsibilities

For APMP Board of Directors

1. Do not deliberately or inadvertently appear to speak in a social media setting on behalf of APMP policy, use the logo, or post APMP-branded documents without approval (email is sufficient) from the Board CEO and/or Executive Director.
2. Do not share information about APMP in a social media setting that has not been publicly released.
3. Do not respond to a news media query (including bloggers) without approval from the Board CEO and/or Executive Director.
4. Do positively promote APMP in social media settings using approved or released information such as links to events

For APMP Staff

1. Marketing Communications Director will monitor all official social media outlets on a weekly basis.
2. Marketing Communications Director will push new content to [specified] social media outlets. Others, as designated, will also push information.

For Members

None other than listed above in 'Overall' Section.



6. Crisis Procedure:

If an issue arises from a social media outlet that causes potential embarrassment, harm or concern (real or implied) to the APMP, its staff or its members then the following procedure is to be followed:

1. Identify the Issue. Is it an actual addressable issue (inflammatory or incorrect comments) or merely a misunderstanding that needs to be addressed? (typically identified by a member)
2. Escalating the Issue. The issue is to be escalated to the Executive Director for resolution. If the issue is serious enough, the Board, CEO and Executive Director may meet to discuss the next steps.
3. Dealing with the Issue. How the issue is dealt with will be customized to the specific incident but may include deleting (or requesting deletion) of comments or contacting the parties involved. Speed is essential in dealing with issues.
4. Reporting the Issue: When the issue becomes known and/or the issue is sufficiently dealt with, the Executive Director is to report to the Board regarding the issue and the outcome as soon as practically possible.