The Society for Ethnomusicology (SEM) encourages its members to reflect on how they use social media in their research, and in their private and professional capacities. These capacities cannot always be easily distinguished. Social media tools are also effective multimodal communication platforms, which can be used by private individuals to support professional purposes and communications. Social media can be used to great effect for research purposes and can support both positive and detrimental causes.

Where possible, appropriate, and relevant, SEM welcomes nuanced, ethical scholarly enquiries into the uses and effects of social media. To promote thoughtful, professional, and private engagement with others on social media and through scholarship, the SEM welcomes online engagement that:

1. seeks to create a deeper understanding of how social media platforms can influence ethical conduct and outcomes.
2. uses rigorous, ethical scholarly methods to conduct online research.
3. is sensitive to the frequent prevalence of mis- or incomplete information in online domains.
4. understands and is sensitive to the challenges and opportunities that social media platforms can bring to the creativity of others (e.g., debates around copyright, Indigenous rights to culture, the free sharing and/or monetization of creative and cultural outputs).
5. honors the dignity of individuals through courteous, collegial, and friendly engagement.
6. fosters inclusive understanding and thoughtful and introspective discussion.
7. acknowledges and distinguishes between personal opinion, informed hypothesis, precedent, and empirical facts.
8. displays an awareness of equally inherent bias among all people that inadvertently but often enters into the analysis and expression of distinct ideas.
9. communicates differences without the intention of causing harm.
10. is mindful of those persons occupying precarious or disadvantaged positions within social, political, or academic hierarchies.
11. is designed to be inclusive, considerate, and should not state or imply discrimination based on race, color, ethnicity, gender, national origin, caste, religion, sexual orientation, disability, health conditions, domestic status, gender identity, and/or gender expression.
12. does not anonymously post reviews, critiques, or criticism of scholarly works.