

AATCC Social Media Policy

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Purpose: To define the role of social media at AATCC and provide guidelines to staff and volunteers on appropriate use of social media within and for the Association.

Background: The growing use of social media in peoples' business and personal lives has opened new channels of communications for dynamic information and feedback. It can also impact both businesses and individuals negatively if misused. Understanding and applying appropriate use of social media can bring significant public relations benefits to AATCC.

Rationale: This policy is provided to define and encourage appropriate behavior of Association staff and volunteers when posting on AATCC social media outlets. Good objectives for social media use by staff and volunteers at AATCC can include (but are not limited to) effective public relations, customer service, program promotion, member recruitment, event announcements, special offers, student activities and competitions, awards recognition, and joint organizational activities.

AATCC Social Media assets are to be used to provide a forum, to AATCC members and nonmembers alike, for open discussion of topics relating to textiles, textile science, and its practical application. This is consistent with AATCC's mission of providing channels for the interchange of professional knowledge within the textile community.

Examples of Social Media Used By AATCC: Facebook, Google+, LinkedIn, Twitter, YouTube, AATCC App for iPhone and Android

Definitions

[Social Media](#) is a way people can interact online to share and/or exchange information as part of an online community or network.

[Netiquette](#) is simply Internet etiquette. The Golden Rule is good guideline for netiquette as well as for other activities. Writing for social media is a lot like sending business emails. Appropriate professional behavior is the mark of a well respected, helpful, and successful organization. To convey this image through social media is a highly effective form of advertising. In short: *Always be helpful, polite, and informative.*

Principles and Guidelines

These are provided so that AATCC staff and volunteers can use social media to help promote the Association effectively. Responsibility for opinions contained in AATCC Social Media discussions and comments, as well as the content of any links provided by group members, is that of the authors, not of AATCC. Disclaimers to this effect should

be posted on the publically visible portion of the contributor's social media user's information.

Incidents of possible inappropriate social media use by an employee/volunteer should be brought to the attention of the AATCC webmaster. If attempts by the webmaster to resolve these issues with the responsible employee/volunteer fail, the matter will be reviewed and decided by the AATCC Social Media Review Board, consisting of the Publications Committee chair, publications director, webmaster, president, technical director, and executive vice-president. Possible consequences of inappropriate use may include the loss of posting privileges, or disciplinary or legal action against the employee or volunteer in serious cases.

Here are some helpful suggestions on how employees and volunteers can contribute to promoting AATCC on social media:

1. *Do Understand That the Use of Social Media is Not Private*
Even though a social media outlet may have privacy settings, policies can change quickly and true privacy is often neglected. *Assume that anything you say on social media is or can likely be made public.*
2. *Do Promote Positive Social Media Interactions By Maintaining a Professional Business Attitude in Postings*
3. *Do Maintain Reasoned and Respectful Discussions of Issues Relevant to Textile Professionals*
4. *Do Contribute Useful and Informative Material that AATCC's Audience Would Value*
5. *Do Clear Material with Appropriate AATCC Staff Before Posting if Post is Not Just Informational*
6. *Do Report Negative or Critical Posts to AATCC Staff as Soon as You Become Aware of It*
7. *Do Reply to Negative or Critical Posts in a Constructive and Positive Manner if a Response is Appropriate*
8. *Do Alert AATCC Staff Immediately About Posts from Others Involving Valid Criticism or Customer Service Complaints So A Proper and Timely Response Can be Made*
9. *Do Direct Media Inquiries through Social Media to an AATCC Publications Department Representative.*
10. *Do Not Express Personal Opinions in Posts Involving AATCC*

11. *Do Not Compare Products or Services in Posts Involving AATCC*
12. *Do Not Share Confidential or Proprietary Information of Any Kind, including Email content without expressed permission to publish, in Social Media. When in Doubt, Treat as Confidential*
13. *Do Not Share Private Information. Respect the Privacy of People and Organizations*
14. *Do Not State or Infer that You Represent AATCC or its Policies*