

Use of AATCC Social Media

AATCC channels of communication with members and other parties of interest, including the general public, now include social media. Social media is an internet technology, e.g., Facebook and LinkedIn, which allows people to interact online to share and/or exchange information as part of an online community or network. AATCC has created several social media outlets* for use by staff and select member volunteers (“AATCC content creators”) to provide channels for the interchange of professional knowledge within the textile community.

Use of these AATCC social media outlets is permitted by AATCC content creators exclusively for promoting activities and discussions consistent with AATCC’s mission. Any other use by AATCC content creators is not permitted. Use by select member volunteer content creators requires approval from the AATCC publications director and/or executive vice president, or their designee.

I am responsible for the content I post and agree to practice standards of appropriate professional behavior when representing AATCC on AATCC social media outlets. I have read the AATCC Social Media Policy and agree to follow its guidelines. I understand that inappropriate use of AATCC Social Media may lead to loss of posting privileges, or disciplinary or legal action in serious cases.

*AATCC social media outlets currently include [AATCC LinkedIn Group](#) and Subgroups, [AATCC Facebook](#) group, [AATCC Twitter](#) account, [AATCC YouTube](#) account, AATCC [iPhone](#) and [Android](#) apps, and the [AATCC Google+](#) account.

Signed: _____ Date: _____

Please contact Mike Quante, quantem@aatcc.org, for information on how to access AATCC social media accounts.