

## AATCC Social Media Policy

**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. This policy is provided to define and encourage appropriate behavior of Association staff and volunteers when posting on AATCC social media outlets. 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.

### AATCC Social Media Channels

[Facebook](#), [LinkedIn](#), [LinkedIn Group](#), [Twitter](#), [Instagram](#), [Youtube](#), and [Pinterest](#).

**Netiquette** is simply Internet etiquette. The Golden Rule is good guideline for netiquette as well as for other activities. Appropriate professional behavior is the mark of a well-respected, helpful, and successful organization. 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, are that of the authors, not of AATCC. Disclaimers to this effect should be posted on the publicly 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:

Do	Don't
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.	Do Not Express Personal Opinions in Posts Involving AATCC
Do Promote Positive Social Media Interactions by Maintaining a Professional Business Attitude in Postings	Do Not Compare Products or Services in Posts Involving AATCC
Do Maintain Reasoned and Respectful Discussions of Issues Relevant to Textile Professionals	Do Not Share Confidential or Proprietary Information of Any Kind, including email content, without

	expressed permission to publish, on Social Media. When in Doubt, Treat as Confidential
Do Contribute Useful and Informative Material that AATCC's Audience Would Value	Do Not Share Private Information. Respect the Privacy of People and Organizations
Do Clear Material with Appropriate AATCC Staff Before Posting if Post is Not Just Informational	Do Not State or Infer that You Represent AATCC or its Policies
Do Report Negative or Critical Posts to AATCC Staff as Soon as You Become Aware of Them	
Do Reply to Negative or Critical Posts in a Constructive and Positive Manner if a Response is Appropriate	
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	
Do Direct Media Inquiries through Social Media to an AATCC Publications Department Representative.	

Please contact Hayley Allred, [allredh@aatcc.org](mailto:allredh@aatcc.org) for information relating to digital marketing, social media, or to the AATCC website.

## Use of AATCC Social Media Agreement

AATCC channels of communication with members and other parties of interest, including the general public, include social media. AATCC has several social media outlets\* for use by staff and 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 [Facebook](#), [LinkedIn](#), [LinkedIn Group](#), [Twitter](#), [Instagram](#), [Youtube](#), and [Pinterest](#).

Name: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please contact Hayley Allred, [allredh@aatcc.org](mailto:allredh@aatcc.org) for information relating to digital marketing, social media, or to the AATCC website.

[Temporary AATCC Social Media Cross Promotion Form](#)