

IFMA MSP CHAPTER Social Media Policy and Website Forum

Adopted on November 1, 2017

OVERVIEW

The following policy is meant to provide a framework for IFMA MSP Chapter board members and volunteers who participate in social networking activities. These activities include, but are not limited to, sites like Facebook, LinkedIn, Twitter, Snapchat, Pinterest, Instagram, Tumblr or any other online website or application that allows the creation of user-generated content. IFMA MSP Chapter understands the importance of social media to our collective professional work, and these rules are designed to help protect the reputation and credibility of both the organization and its volunteers and board members.

Guidelines for Personal Use of Social Media by IFMA MSP CHAPTER Board Members and Volunteers

These principles apply to your use of social media in the course of your work with IFMA MSP CHAPTER, as well as your personal use to the extent you associate yourself with IFMA MSP CHAPTER through social media profile information or social media activity. If you identify yourself as an IFMA MSP CHAPTER board member or volunteer in social media profiles, you are perceived as a representative of the organization, and as such, you are expected to be tactful, respectful and honest at all times.

Personal Use Guidelines:

- **Pause before you post.** Use common sense and good professional judgment. Your statements could have an impact on IFMA MSP CHAPTER's reputation. What you post or publish may be instantly disseminated to a wide audience, and that content may live on indefinitely.
- **Be accurate, honest and genuine when making statements about IFMA MSP CHAPTER** and its offerings. If someone questions your statement, it's your responsibility to investigate it. Where appropriate, you should quickly correct any mistakes or provide clarifications.
- **Be transparent.** If you write about IFMA MSP CHAPTER or our industry, use your real name (not a pseudonym), disclose your affiliation with the organization, and reaffirm your affiliation each time you post. Attempts to deceive or mislead others with claims about IFMA MSP CHAPTER's products, services or practices will not be tolerated.
- **Distinguish your views from the views of IFMA MSP CHAPTER** through the use of a disclaimer, such as: "The views and opinions expressed on this page do not necessarily reflect IFMA MSP CHAPTER."
- **Respect others in your posts and discussions.** Social media networks shouldn't be used to disparage IFMA MSP CHAPTER members, vendors, contractors, suppliers or competitors. Don't make comments that may be considered defamatory, libelous, threatening, harassing or embarrassing to others. If you disagree with someone's opinion, keep your response calm and polite. Sign off from the conversation if it turns antagonistic.
- **Don't publicly disclose confidential, proprietary or sensitive information** regarding IFMA MSP CHAPTER, its members, financial information, vendors, contractors or suppliers. Don't comment on legal matters or rumors unless you're specifically authorized to do so.

- **Minimize security risks.** Social media sites and accounts can attract hackers and present risks to organizations networks as well as your personal computer or mobile device. To minimize these risks, use a password that isn't easy to guess. Monitor your social media accounts periodically.
- **Refrain from addressing member comments or questions on IFMA MSP CHAPTER-branded social media profiles.** Unless otherwise directed, please do not answer questions or respond to comments on social media profiles maintained by IFMA MSP CHAPTER. Communication team designees are tasked with moderating these discussions.

Association Use Guidelines:

While you are encouraged to participate in social media channels, speaking on behalf of IFMA MSP CHAPTER is not permitted unless you are explicitly authorized to do so. Additionally, creating IFMA MSP CHAPTER- branded social media profiles also is not permitted without specific direction from the board (i.e. Communications VP).

Board members and volunteers with an approved reason for representing IFMA MSP CHAPTER are responsible for following these additional guidelines:

- **Remember that you're representing the association in your content.** You must disclose your relationship to IFMA MSP CHAPTER, so that readers or viewers of your posted content know that you are a board member or volunteer. Refrain from publishing content that is misleading or inconsistent with the IFMA MSP CHAPTER brand or its business.
- **Don't delete a comment just because you disagree** with the commenter's point of view. Comments are an important part of the conversation. However, you should monitor user-generated content on IFMA MSP CHAPTER social media profiles and may delete comments that violate Website Forum (e.g., offensive, spam). If someone posts something offensive, use that as an opportunity to reference IFMA MSP Chapter's social media policy.
- **Always read and comply with the terms of use and privacy policies** of internal and third-party providers. Be sure to note any restrictions on use for a commercial or business purpose.
- **Follow association guidelines when using IFMA MSP CHAPTER's intellectual property.** Proper protection of our intellectual property, including IFMA MSP CHAPTER marks and copyrighted material is critical to our business and brand.
- **Obtain necessary permission(s) before posting content that IFMA MSP CHAPTER doesn't own.** This may include names or photos of current or former members, vendors or suppliers. Additionally, obtain appropriate permission to use a third party's copyrighted material, trademarks, service marks or other intellectual property and use such in the manner approved by the third party. Get those permissions in writing.
- **Content created on behalf of IFMA MSP CHAPTER is the intellectual property of the association.** If some or all of your job responsibilities include creating social media content on behalf of IFMA MSP CHAPTER, the content you create and any social media accounts you use to post IFMA MSP CHAPTER content are the property of IFMA MSP CHAPTER. Neither the content nor the social media accounts may be used or re-purposed outside of your responsibilities without the consent of the board of directors.

For questions or clarification, please contact the board of directors at marypat@misp-ifma.org.

IFMA MSP Chapter Website Forum

The following guidelines are to be applied to public conversations occurring on or in social media pages owned by IFMA MSP CHAPTER. By default, the board and its volunteers should encourage healthy discussion on IFMA MSP CHAPTER-related topics, although these guidelines provide direction on how other types of conversations will be treated. When possible, guidelines should be posted directly on page (e.g., in the “About” section of a Facebook page, or as a link in a Twitter bio.). They should also be accessible on the IFMA MSP Chapter’s website.

Website Forum

Our goal for our social communities is to provide a resource that connects and inspires members of the facility managers community. We look forward to your participation, and we want to ensure you understand the following expectations:

- Please feel free to express your opinion and feel comfortable to enter any discussion, but comments that don’t respect the topic or our community will be removed.
- Not all comments are reviewed. IFMA MSP Chapter reserves the right to remove any comments or posts that do not follow our guidelines (spam or inappropriate information or links; threatening, defamatory, offensive, abusive, profane or off-topic comments; anything suggesting deceptive or illegal activity).
- If a user repeatedly engages in inappropriate activity, we reserve the right to block that person from participating on the page (where applicable).
- Remember, this is a public channel, so please do not post any personal or secure information about yourself or others.
- IFMA MSP Chapter does not endorse or control any third-party links, advertising or suggestions that we did not originate.
- Each social media website is owned and operated by a third party not affiliated with IFMA MSP Chapter. Each of these sites has its own privacy policy and terms of use. It is the responsibility of the user to know and follow these policies.
- User comments and posts do not necessarily represent the opinions of IFMA MSP Chapter, its board or volunteers. We are not responsible for, and do not confirm the accuracy of, the comments, visuals, videos or any other types of material posted by users of this page.