



APAPA SOCIAL MEDIA GUIDELINES FOR BOARD MEMBERS

There are many positive advantages to social media usage when basic principles and guidelines are followed. The following provides a standard of conduct which applies to all APAPA board members for social media participation, whether on APAPA platforms, your private platforms or other platforms. 'Social Media' is the term commonly associated with websites and online tools which allow users to interact with each other by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement. Platforms include Facebook, Blogs, Podcasts, Videos, WeChat, Instagram, Twitter, Virtual Workshops, Website, YouTube postings etc.

As an APAPA board member, you are by default seen as a de facto spokesperson for APAPA and as such even your private actions can have negative repercussions for APAPA, result in liability for APAPA, and/or violate our 501(c)3 nonprofit tax status. Always remember that participation online results in your comments and posts being permanently available and open to being republished in other media.

GUIDELINES:

- 1) **What can be shared:** Only APAPA's official mission and published programs can be communicated online. Nonprofit partners events can also be published/reposted but no commercial activity is allowed.
- 2) **No commercial activity:** 501(c)3 nonprofit rules require that you do not financially benefit, directly or indirectly, from the programs, activities, resources, tools or reputation of APAPA nor facilitate anyone else doing so. As such, business postings or comments on APAPA social media platforms are not permitted whether they are board members postings or postings by others. Any such comments should be immediately deleted.
- 3) **No political activity:** 501(c)3 nonprofit rules prohibit APAPA from engaging in political activity.
 - a. As such, all comments endorsing or criticizing candidates for office are prohibited on APAPA social media sites and must be immediately deleted if they occur.
 - b. While board members have a personal right to support candidates, they cannot do this in their capacity as APAPA board members. For example: (1) photos with

candidates on your personal social media that talk about APAPA, (2) posts supporting a candidate that mention that you are an APAPA Board Member, or (2) posts that show a photo of you with candidate with **any** APAPA branding (ie APAPA name tag, shirt, etc) is prohibited. If your personal social media mentions your affiliation with APAPA, you must make it clear that you are speaking as an individual and not on behalf of APAPA with a disclaimer to that effect.

- 4) **No damage to APAPA's reputation:** APAPA depends on strong community support and good will. Our reputation is a valuable and essential asset of APAPA. As such, APAPA board members should avoid social communications that might be misconstrued in a way that could damage APAPA's reputation, even indirectly, even when posting or commenting on non-APAPA platforms. For example:
 - a. **Be Professional & Respect Your Audience:** Remember that you are an ambassador for APAPA. Use appropriate tone and language. Avoid condescending or derogatory remarks. Be positive or constructive.
 - b. **Be Responsible:** Check the facts and be honest at all times. If you gain additional insight, share it with others and correct past statements.
 - c. **Be Credible:** Accuracy and fairness is important to make sure you are doing the right thing the right way.
 - d. **Discrimination or Harassment Not Tolerated:** For example, any ethnic or racial slurs, personal insults, obscenity, name-calling, sharing of personal information of others or any conduct that would not be acceptable in the workplace must be immediately removed from APAPA platforms. Topics that may be considered objectionable or inflammatory - such as religion, gun control, abortion, unions, affirmative action, homophobia, political party positions, international or foreign affairs etc must be immediately removed from APAPA platforms.
 - e. **Posting Limit & Removal Policy for WeChat.** There is a limit of two comments or postings on any single topic in a 24 hour period. Any first violation of any of the guidelines in this policy document will receive a warning, except if the violation is severe enough in the moderator/administrators sole discretion to warrant immediate removal. Any second violation may result in removal from the WeChat group.
- 5) **Confidentiality:**
 - a. **Ask and Seek Permission** to publish or share conversations, texts, or emails that are meant to be private or internal. Do not cite or reference anyone in such a manner without their approval. Do not forward emails to others.
 - b. **No tagging of minors:** Do not tag anyone under 18 years of age.
 - c. **No sharing of confidential information:** Do not share any proprietary or other confidential information regarding APAPA, APAPA board members, volunteers or staff.
- 6) **Limitation on APAPA accounts or private accounts using APAPA name:**
 - a. **No unauthorized accounts:** Do not set up a social media account for APAPA or any APAPA chapter without prior written permission from APAPA Headquarters.
 - b. **HQ administrative access to accounts required:** APAPA Headquarters must have administrative access to any social media accounts associated with APAPA or any of its chapters

Message or Email Privately. If you have a question about whether something is appropriate, please ask the account manager or the HQ team with a message or email before posting.

I have read and understand the APAPA Social Media Guidelines for Board Members:

Printed Name: _____

Signature: _____

Date: _____