

IADD Social Media and Content Policy

This social media policy is designed to encourage the appropriate and effective use of social media platforms, as well as provide guidelines for personal responsibility when using social media. These guidelines apply to the IADD employees, IADD leaders (Executive Committee, Committee Members and Chapter Officers) and IADD members who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of social media. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wikis, and social networking sites, such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.

We expect everyone who participates in online commentary to understand and to follow these simple but important guidelines.

The following applies to ALL (IADD Members, IADD Leaders, and IADD Staff)

- Do not use IADD's name in a derogatory manner or defame or disparage IADD.
- Do not breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as claiming to be someone other than yourself or by making misleading statements).
- Never represent yourself or the IADD in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
- Use common sense and respect your audience. Post meaningful, respectful comments; in other words, no spam and no remarks that are off topic or offensive. You should refrain from posting items that could reflect negatively on the IADD or otherwise embarrass the organization, including comments, pictures or other posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable in the workplace. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
- When disagreeing with others' opinions, keep it appropriate, respectful and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask a member of the IADD staff or the IADD Media & Content Committee for advice to disengage from the dialogue in a polite manner that reflects well on the IADD.
- Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.
- Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.
- Don't reference IADD staff, members, partners or vendors without their approval.
- Be smart about protecting yourself, your privacy, and the IADD's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.
- Do not provide the IADD or another's confidential or other proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to the

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IADD. Make sure your efforts to be transparent don't violate the IADD's privacy, confidentiality, and legal guidelines for external commercial speech.

- Add value. Provide worthwhile information and perspective.
- Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at the IADD.
- Correct any errors or omissions in posts promptly.
- Reply to comments, where appropriate; if a comment is directed towards you, please reply as promptly as possible.
- If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
- Never comment on anything related to legal matters, litigation, or any parties that members or the IADD may be in litigation with; these comments and posts will be deleted.
- Any posts offering legal advice, outside of personal experience stories and advising to "contact an attorney", will be deleted by an IADD staff member or member of the IADD Media & Content Committee.
- Respect copyright, fair use, and financial disclosure laws. Find out who is researching the topic or blogging on the topic and cite them.
- Link to references and source materials directly.
- Do not use IADD logos, brands, slogans or other trademarks without prior written consent of the IADD.
- It is important that social media platforms are monitored for negative comments about IADD. If you are aware of negative comments posted on any of our pages, please make sure you contact an IADD staff member to discuss.
- **IADD Staff and/or members of the IADD Media and Content committee will delete posts that are spam, profane, hateful, offensive, or infringe on copyrights. Offenders may be banned from commenting.**

The following applies to IADD Leaders (Executive Committee, Committee Members and Chapter Officers)

Leaders of the IADD have special responsibility with their Internet presence by virtue of their high profile position within the organization, even if they do not explicitly identify themselves as being affiliated with the IADD. Such leaders should assume that their posts will be seen and read by IADD members and colleagues, and that they will presumptively associate such posts with the IADD.

The following applies to IADD Staff (IADD office staff members)

- We only delete comments that are spam, profanity, hate or infringe on copyrights. Please notify the Media and Content Committee if you notice such posts.

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- Staff of the IADD have special responsibility with their Internet presence by virtue of their high profile position within the organization, even if they do not explicitly identify themselves as being affiliated with the IADD. Staff should assume that their posts will be seen and read by IADD members, colleagues and reports, and that they will presumptively associate such posts with the IADD.
- Social media is very much part of IADD's strategy moving forward, and we encourage the professional use of the various channels on a regular basis. However, we do not accept employees spending long periods of time using social media during work hours.
- Staff should never provide references for other individuals on social or professional networking sites, as such references can be attributed to IADD and create legal liability for both the author of the reference and IADD.
- If you publish content to any website outside of the IADD and it has something to do with work you do or subjects associated with IADD, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the IADD's positions, strategies, or opinions." If what you are publishing is, in fact, IADD official business, be sure that that you are authorized to make such statements on behalf of the organization.
- Ensure that your social networking conduct is consistent with the all policies contained in the IADD's Employee Handbook.
- Make sure that your online activities do not interfere with your job performance.