

AAEA Social Media Policies

AAEA utilizes social media as part of an integrated communications strategy to encourage engagement with and among its members and to foster and strengthen its relationship with AAEA constituencies.

Standard Social Media Page Requirements

1. All AAEA and AAEA-related pages on social media sites shall adhere to applicable state, federal and local laws, regulations and policies including all applicable AAEA policies.
2. Each AAEA and AAEA-related page on social media sites shall clearly identify the page as an official AAEA publication.
3. All AAEA and AAEA-related pages and entries on social media sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
4. Whenever possible, and if appropriate, AAEA and AAEA-related pages on social media sites should link back to the AAEA website for additional information.
5. All AAEA and AAEA-related pages on social media sites shall clearly indicate they are maintained by the association and shall have association contact information prominently displayed.
6. By utilizing the AAEA or AAEA-related page as part of a social media site, users release the AAEA from any liability that may result from use of the site.

Page Administration Recommendations

These policies aim to provide guidance in creating an administrative framework for an AAEA or AAEA-related page.

1. At least two volunteer leaders must be responsible for the content and management of an AAEA Section page. At least two AAEA staff members will be responsible for the content and management of an AAEA page.
2. Administrative access for AAEA pages/accounts on social media sites should be shared with the AAEA Executive Director. For those platforms that allow multiple administrators (e.g. Facebook, LinkedIn), the AAEA Executive Director should have administrative access. For those platforms that use a single login (e.g. Twitter), the login information must be shared with the AAEA Executive Director.
3. AAEA staff and members who review content and posts should have a thorough understanding of AAEA and any applicable social media policies.
4. AAEA staff or AAEA Board liaison should monitor the page regularly to ensure that all material is in compliance with all applicable social media policies.
5. Only AAEA staff or volunteer leaders who have been designated ahead of time to represent AAEA and/or an AAEA Section in specific circumstances will manage the addition of content to the page. Only designated administrators will manage the removal of content from client pages on a social media site.

6. Content published by AAEA staff or volunteer leaders should not be construed as representing the official policy of AAEA unless clearly identified as such and unless officially approved by the AAEA Board.

Page Monitoring Recommendations

An essential part of managing a presence on a social media platform is monitoring that presence to ensure that all content posted is appropriate. These policies address circumstance under which content may be removed.

1. AAEA reserves the right to restrict or remove content that is believed to be factually incorrect, in violation of any applicable social media policy or in violation of any applicable law.
2. Any content or comments posted to an AAEA or AAEA-related page on a social media site containing any of the following items shall be removed:
 1. Profane language or content;
 2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status or with regard to national origin, physical or mental disability or sexual orientation;
 3. Sexual content or links to sexual content;
 4. Solicitations of commerce that is not approved by the client;
 5. Content that encourages restraint of trade discussions, including, but not limited to: price fixing, discounts, salaries, cost data, profit margins, market share and boycotting of particular customers or vendors;
 6. Conduct or encouragement of illegal activity.
3. AAEA staff or volunteer leaders should follow all applicable social media policies when monitoring content on social media accounts.

Establishing an AAEA Social Media Site

1. Submit a proposal to the AAEA Board outlining the following:
 1. Name of the people who will be responsible for the management and administration of an AAEA Section page on a social media site.
 2. Purpose of the site and what communications the site would be used for.
 3. Target audience.
2. Following Board approval of the proposal, the person(s) listed as responsible for the management and administration of the site creates the social media page and ensures that the AAEA Social Media Policies are followed.
3. An AAEA staff person or a Board liaison will join the social media site and monitor the activity of the site.