



Social Media Guidelines

CAAHE has developed social media guidelines to offer direction about CAAHE's expectations of conduct in online social networking communities. Individuals who are creating or contributing to blogs, wikis, social networks, virtual worlds or any other kind of social media both on and off the CAAHE, CAAHE Chronicle, and CAAHE-related sites should review the following guidelines. When participating and engaging in social networking communities, individuals should act responsibly, respectfully and professionally. The same principles and guidelines that apply to professional settings should also apply to social networking activities online. These guidelines will continually evolve as CAAHE and its members participate in more social networking communities and as new technologies and tools emerge. Individuals should follow these guiding principles when participating in social media.

Individual Responsibility

- Individuals are responsible for their actions and content published on any social networking platform.
- Individuals must comply with all applicable laws, including but not limited to intellectual property, fair use and copyright laws, as well as the terms of use and other policies of the site(s) visited.
- Individuals should not post, share, publish or otherwise disclose confidential or proprietary CAAHE, school, student or member information.
- Individuals should consider their privacy carefully before publishing content. Published content is widely accessible and will be around for a long time.

Awareness

- The information available on social networking sites may include user-generated opinions and content by individuals who are not related to CAAHE. The consortium cannot control this information, which may not represent CAAHE's views.
- All content posted could be seen by anyone, anywhere, anytime, and individuals may not be able to delete or remove the information once posted. Posts are public and may be immediately shared beyond the original community platform.
- Individuals should remember that social networking is a conversation. Individuals should show their personalities by sharing their opinions and talking to the readers like they would talk to real people in professional situations. Individuals should avoid overly composed language or industry jargon and should consider open-ended content that invites comments.
- Individuals should write about things people will value. Social communication from CAAHE should be thought provoking, be helpful, build a sense of community and/or solve problems.
- Individuals should research other bloggers or publishers related to their topics and cite them where appropriate. Doing so broadens the conversation and allows the content to be shared or syndicated.
- Perception is reality. In online social networks, the lines between public and private or personal and professional are blurred. Individuals should make sure all content associated with them is consistent with their work and CAAHE's professional standards.

Engagement

Emerging platforms for online collaboration are fundamentally changing the way individuals and businesses operate and converse, offering new ways to engage with others. It is a new model for interaction that builds stronger, more successful business and professional relationships.

- Individuals should always pause and think before posting. That said, when a response is appropriate, individuals should reply to comments in a timely manner.
- Individuals are encouraged to post meaningful, respectful comments that do not include spam and off-topic or offensive remarks.



- Individuals should write what they know. Also, they should make it clear to readers if they are not experts on the topics they are discussing, especially as it relates to CAAHE.
- CAAHE asks that individuals not respond or post information regarding CAAHE policies, procedures or other sensitive matters without approval.
- If individuals witness or encounter issues in social networking communities that jeopardize CAAHE or its members, the individuals should report the issues to the site administrator.
- Individuals should not establish CAAHE networking communities without approval from the consortium board.

Ethics and Transparency

- An individual's honesty—or dishonesty—will be quickly noticed in the social media environment. Transparency is about an individual's identity and relationship to CAAHE.
- CAAHE encourages individuals to be the first to correct their own mistakes. Individuals should be upfront and quick with their corrections.
- CAAHE recommends that an individual identify himself/herself by name and role within CAAHE.
- Each individual should write in the first person and make it clear that he/she is not speaking on behalf of CAAHE or its members.
- Where appropriate, individuals can use a disclaimer such as "The postings on this site are completely my own and do not necessarily represent the positions, opinions or policies of CAAHE."
- Individuals should consider how their associations with CAAHE might reflect on CAAHE or their employers. Individuals should assume that personal thoughts/opinions that are published will be read and possibly misunderstood.
- Individuals are encouraged to create professional, appropriate profiles and related content for viewing by colleagues and clients.
- Individuals should not comment on anything related to litigation, legal matters or parties in litigation.
- Individuals are asked to respect their audiences and the integrity of CAAHE. Individuals are discouraged from using personal insults; ethnic, religious or racial slurs; or obscenity and from engaging in any conduct that would not be acceptable in a professional environment.
- Individuals should never make disparaging or false comments about others.
- All individuals should evaluate the appropriateness of objectionable or inflammatory (e.g., politics and religion) topics and show appropriate consideration.
- Individuals should never identify CAAHE students or members without their knowledge and approval.
- Individuals should not alter previous posts without indicating that they have done so.

Moderation

CAAHE does not endorse or take responsibility for content posted by third parties (user-generated content), which includes text and uploaded files (e.g., video, images, audio and documents). While CAAHE encourages user participation, there are some guidelines to follow. To maintain healthy communities, individuals should remember the good and the bad, but not the ugly. Positive or negative content in the context of a conversation is appropriate. Content should not be ugly, offensive, denigrating or completely out of context. Individuals should be respectful when commenting on others' content. CAAHE reserves the right to delete profane, harassing, abusive and spam comments and to block repeat offenders.

Advertisements and Endorsements

While on various social networking sites, individuals may notice advertisements for products or companies. Some of the advertisements may include questionable or spam content. CAAHE does not endorse any products or companies in the advertisements. Individuals are encouraged to monitor their privacy and Facebook's recommended page settings regularly. Individuals should report and block any inappropriate content.