

social media

ACSA believes in supporting open communication and encourages leaders to share the passion for their work with the world.

Following these guidelines can help you feel more comfortable as you embrace social media as a method of communication.

(Guidelines do not apply to personal social media platforms).

What Constitutes Social Media?

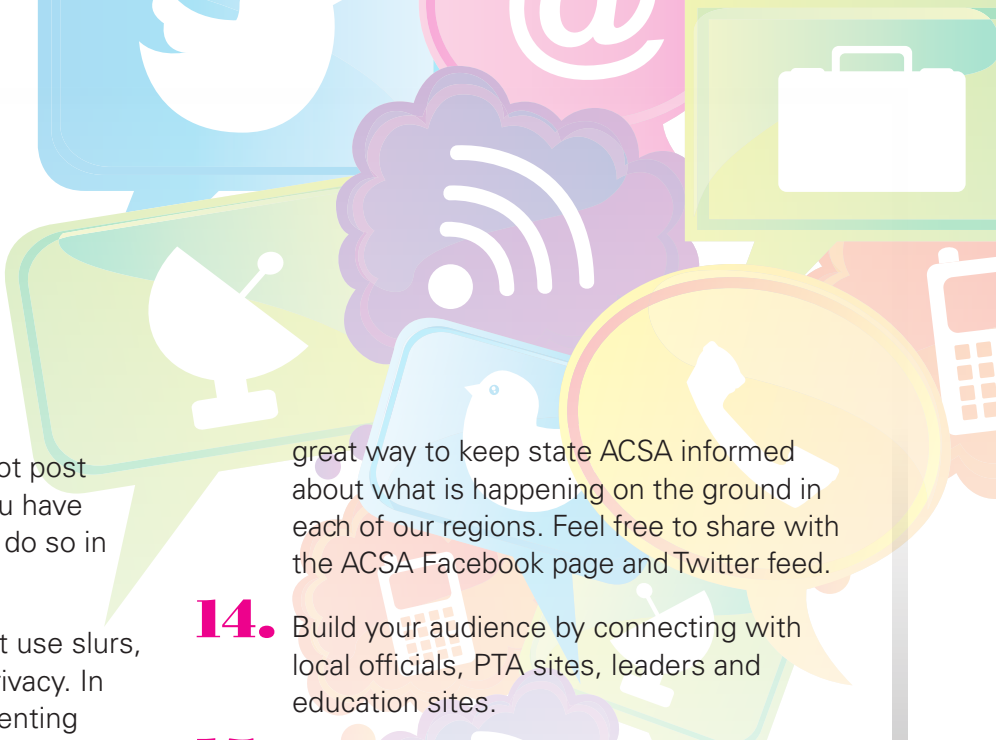
- Blogs and Wikis
- Social networking sites like Facebook, LinkedIn, or Twitter
- Photo and video sharing sites like Flickr and YouTube
- Podcasts or Facebook Live
- Bookmarking sites like Pinterest or Reddit

Guidelines

- 1.** When discussing ACSA online, identify yourself, your title and your leadership role at ACSA if any. If you are not an association spokesperson, you must make clear that your opinions do not reflect an official statement of ACSA. You can use a disclaimer such as *"The postings on this site are my own and do not necessarily represent the positions, strategies or opinions of ACSA."*
- 2.** Keep profiles professional. Your personal pages and professional pages should reflect the difference between your work and home life. Please keep professional interactions on topic, focused on the overall mission and projects of ACSA. Do not include personal opinions or viewpoints without a disclaimer statement posted in your "about" or profile section that thoughts and posts are your own and do not reflect the position of ACSA or its members.
- 3.** Write in the first person.
- 4.** Do not use your association email addresses to set up social media accounts that will be used for private/personal communications.
- 5.** What happens on the Internet stays on the Internet, so remember to use common sense. If you are about to publish something that makes you even the slightest bit uncomfortable, rethink the post or review it with a colleague or supervisor.
- 6.** Do not publish any ACSA material marked "For Internal Use Only" online.
- 7.** Do not comment on legal matters that impact ACSA.

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- 8.** Respect student privacy. Do not post pictures of students unless you have explicit parental permission to do so in writing.
 - 9.** Respect your audience. Do not use slurs, insults, obscenity, or violate privacy. In virtual space, if you are representing ACSA please post accordingly.
 - 10.** Please respect copyright. If it is not yours, don't post it without proper attribution.
 - 11.** ACSA will correct inaccurate posts in a timely fashion, but will not delete posts unless company policy has been violated. We reserve the right to review all posts and to delete spam or defamatory postings at our discretion.
 - 12.** Keep your social media team small at first, and be sure to identify a main point of contact if setting up a regional page or member Facebook discussion group.
 - 13.** Stay active. Share something with your colleagues that you think they might benefit from. Post a pin to our Pinterest board or share an inspirational quote or image from your local ACSA awards ceremony. Remember, social media is a great way to keep state ACSA informed about what is happening on the ground in each of our regions. Feel free to share with the ACSA Facebook page and Twitter feed.
 - 14.** Build your audience by connecting with local officials, PTA sites, leaders and education sites.
 - 15.** Abide by the rules of the platform on which you are participating. Each social media platform has its own standards of conduct. Familiarize yourself with these and abide by them.
 - 16.** Correct any errors quickly. Honesty and transparency go a long way in maintaining trust.
 - 17.** Always use **#ACSA** on Twitter. This will ensure we see your posts.
 - 18.** Join us on LinkedIn, Pinterest, YouTube, Facebook and Twitter. Don't forget to like us, follow us, share with us, pin to our boards and tag us.
 - 19.** Have fun! Social media is a great way to connect, strengthen your network and participate in the conversations that drive education leadership forward in California.

Questions? More information?

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