**ASIS SOCIAL MEDIA POLICY**

## Purpose

ASIS International's goal in adopting its social media policy is to encourage responsible and consistent engagement and communication with the public. Please note that this policy is only applicable to social media sites set up by volunteers and staff on behalf of ASIS International and regarding the conduct across those sites between ASIS platform administrators, employees, leadership, volunteers, and the public.

ASIS asks that all those engaging in social media activities on ASIS platforms refer to the social media policy. These guidelines will evolve as ASIS continues its current social media programs and increases its presence in the social media landscape. This Policy was last updated on the date indicated in the footer of this document. Your continued use of the social media channels after any changes or revisions to this Policy indicates your agreement to the terms of the revised Policy.

**For media inquiries or questions regarding these guidelines, social media platforms, or ASIS International's social media strategy, please contact social@asisonline.org.**

## Glossary

**Social Media Channels/Social Media Platforms** –LinkedIn, Facebook, Twitter, Instagram, YouTube, Flickr, social bookmarking services, user rating services, and any other online collaboration, sharing, or publishing platform, whether accessed through the web, a mobile device, text messaging, email, or any other existing or emerging communications platform.

**Social Media Account** – A personalized presence inside a social networking channel, initiated at will by an individual. Social networking channels allow users to sign up for their own social media account, which they can use to collaborate, interact, and share content and status updates. When a user communicates through a social media account, their disclosures are attributed to their User Profile.

**Social Media Disclosures** – Blogging, comments, posts, status updates, tweets, text messages, posts via images, audio recordings, video recordings, or any other information made available through a social media channel. Social media disclosures are the actual communications a user distributes through a social media channel, usually by means of his social media account.

**User Profile** – Social Media Account holders customize their User Profiles within a Social Media Channel with specific information about themselves, which can then be made available to other users.

**Copyrights** – Protect the right of an author to control the reproduction and use of any "work" created by an author that has been fixed in tangible form, including literary works, graphical works, photographic works, audiovisual works, electronic works, and musical works. It is illegal to reproduce and use copyrighted material through social media channels without the permission of the copyright owner.

**Embedded Codes** – Unique codes that are provided to encourage others to share content without requiring the sharer to host that content. For example, with an embedded code it is possible to display a YouTube/Instagram user's video in someone else's social media account without requiring that person to host the source video file. This distinction is important because embedded codes are often used by copyright owners to encourage others to share their content via social media channels.

**Official Content** – Publicly available online content created and made public by ASIS International, verified by virtue of the fact that it is accessible through our website.

It is important to keep in mind that all ASIS members promised to abide by a [Code of Ethics](#) and requires adherence to all applicable laws with respect to intellectual property (trademarks and copyrights), disclosure/confidentiality, defamation, harassment, and invasion of privacy. The legal guidelines provided herein do not constitute any type of legal counsel.

## Official ASIS International HQ Accounts

- ☐ Twitter: @ASIS_Intl
- ☐ Facebook: ASIS International
- ☐ LinkedIn: ASIS International
- ☐ Instagram: asisinternational
- ☐ YouTube: ASIS International

## Terms and Conditions

ASIS uses several social media channels. Members are encouraged to use the content on these platforms on chapter websites or in ASIS-related communications. Opinions, statements, or comments on those sites – other than from an ASIS official account – are not endorsed opinions and do not necessarily reflect the views, policies, or procedures of ASIS. ASIS cannot verify any information shared among social media pages or groups affiliated with ASIS such as local chapters or communities.

ASIS may post links to third-party sites when we think you'll find the information helpful. However, we have not necessarily reviewed all the information on those other sites and, therefore, this does not in any way constitute an official endorsement of the site or company. If ASIS establishes an advertising relationship, we will do our best to identify and disclose any relationships that ASIS may have with a site or company.

ASIS assumes no responsibility for any injury or damage to persons or property arising out of or related to the Content, User Contributions, and/or the Social Media Channels. You acknowledge and agree that ASIS has no responsibility for and limited control over User Contributions posted to the Social Media Channels.  You also agree that ASIS has no liability for or control over third party Social Media Platforms' collection, access to, or use, storage, or transmission of your information or User Contributions on the Social Media Channels.  Such collection, access, use, storage and transmission are governed by the relevant Platform Policies.

ASIS will take appropriate action to curb uncivil social media dialogue including deleting comments, putting offenders on "moderate", and/or blocking and banning repeat offenders. All participants on our social media platforms must be respectful. You are not allowed to post information on our social media sites about other people that is confidential, false, discriminatory, defamatory, obscene, threatening, intimidating or abusive. Do not post any content promoting religious or political ideology. Do not post personal information about yourself or others, such as phone number or home address. In addition, any posts by participants on our social media channels that ASIS deems as self-promotion or marketing related are not allowed and will be removed.

All social media networking platforms have terms and conditions (i.e. rules) that govern the use of that particular community. If you decide to participate in these communities, you should familiarize yourself with the terms of service before you begin to engage, as signing up for an account means you agree with the terms. Here are links to terms and conditions for some of the most popular social media sites:

- Facebook: https://www.facebook.com/legal/terms

- Flickr: https://www.flickr.com/help/guidelines

- Instagram: http://instagram.com/about/legal/terms

- LinkedIn: https://www.linkedin.com/legal/user-agreement

- Twitter: https://twitter.com/tos

- YouTube: https://www.youtube.com/t/terms

## Employees, Leadership, or Volunteers Use of Social Media

If ASIS employees, leadership, or volunteers are expressing a personal point of view when discussing ASIS on social media channels, it must be clearly stated that their comments or postings are strictly their opinions and do not necessarily reflect the official policies or position of ASIS.

- Here are two sample social media disclaimers:

    a. "I volunteer for ASIS and this is my personal opinion."

    b. "I am not an official spokesperson but my personal opinion is..."

- Individuals affiliated with ASIS may not create a personal social media username that include the acronym "ASIS" or any ASIS taglines.

- They alone are solely responsible for personal web postings found to be defamatory, harassing, an invasion of privacy, or in violation of any other applicable federal or state law.

ASIS monitors social media channels daily to gauge the conversations taking place. If, and to the extent that any personal social media activity of ASIS employees, leadership, or volunteers reflects upon ASIS in a manner inconsistent with the spirit and letter of this policy, ASIS reserves the right to take action, as it would in connection with any violation of stated ASIS policies, including deleting comments, putting offenders on "moderate", and/or blocking and banning repeat offenders.

**Responsibility and Respect: Be Accurate and Honest**
ASIS employees, leadership, or volunteers, have a responsibility to ensure that the information, materials, and resources they publish are factually accurate, clear, topical, and relevant. Other social media and social networking responsibilities of which they should be aware include:

- Do not knowingly publish content that is untrue, misleading, or deceptive. Take all reasonable steps necessary to ensure that information you publish in any social media channel, including those owned by or affiliated with ASIS, are based on current, accurate, complete, and relevant data, and/or facts.
- Answer questions and provide comments and opinions only in those areas in which you are regarded an authority (especially with respect to your position or affiliation with ASIS). If you are asked to comment on an unfamiliar situation or topic, please refer the question to ASIS.
- Disclose only information or content that is socially acceptable and reflects well on the organization. Material should not be offensive, harassing by nature, defamatory, obscene, discriminatory, or otherwise in poor taste.
- Respect carries into every social channel where you interact. You should be polite and respectful of others' opinions, even if you do not agree with them, and even when heated dialogue engenders hard feelings or inflames passionate points of view.
- Disclose only information that is yours to share, or that is part of the public domain. Excerpts of information created by others can be shared with proper credit and attribution.
- When representing ASIS, do not use any ASIS property, including social media, to advertise your products or services.

ASIS reserves the right in its sole and absolute discretion to decide how, where, when, and to what extent you may use and disseminate its intellectual property through social media (regardless of whether the social media property is sponsored by, or otherwise affiliated with, ASIS).

**Legal Matters**
Anything published in any social media channel, including those owned by or affiliated with ASIS, should comply with its terms of use or service, and with all local, state, and federal laws and regulations, only some of which are specifically addressed in this policy. Notable examples include:
- Copyright laws restricting use of photographs and graphics created/owned by others
- Trademark laws restricting when and how a third-party's trademark(s) can be used
- Antitrust laws restricting various forms of anti-competitive activity/ communications
- Privacy laws restricting use and sharing of certain non-public or personal information about others
- Defamation laws precluding reputational damage to others
- Laws prohibiting statements that are obscene, discriminatory, threatening, harassing, or false or misleading

ASIS employees, leadership, or volunteers should avoid publishing any of the following types of information in any social media outlet, including those owned by or affiliated with ASIS:

- Personal, private, or confidential information or content about other companies, organizations, groups, or individuals.
- Confidential ASIS information such as, but not limited to, trade secrets, membership information, customer lists/data, company data, partner and/or supplier data, financial information, email communications, and other information not generally available to the public.

## Official ASIS Chapter/Communities/Regional/Special Interest Social Channels

ASIS chapters, regions, communities, and working groups are encouraged to create a social media presence on the platforms best suited for their constituencies. Approval for each channel resides at the local level (chapter chair, community steering committee chair, etc.), however, when a group is created, please inform ASIS membership so we can be sure to include a link on relevant web pages. Groups can decide if they want to be open or closed to members-only, although ASIS encourages groups to be open to help build awareness of membership. In the group welcome message, it's suggested that groups include a call to join ASIS.

For security purposes, each official social media channel (Facebook, LinkedIn, Twitter, Instagram, YouTube, etc.) should have multiple managers/administrators who are currently engaged members of the chapter, council, region, or working group.

All special interest groups must clearly differentiate themselves from ASIS International when participating on a social media channel. This differentiation can be accomplished through consistent use of the chapter/region/working group/community social media logos (sized for each channel) and by following the official ASIS naming convention. Logo requests may be submitted to the Production department at production@asisonline.org.

**ASIS Social Media Naming Convention**: The term "ASIS" must precede chapter/region/community/working group names when creating official social media outlets.

**Examples**
Twitter: @ASIS[chapter] (example: @ASISDetroit)
Facebook/LinkedIn: ASIS[chapter] (example: ASIS Detroit Chapter, ASIS Security Services Community, ASIS Women in Security Working Group)

**Platform Use–Best Practices**

- All official ASIS social outlets should have at least two people committed to keeping the social presence active–whether it's tweeting 2-3 times a week, starting conversations in the LinkedIn group, or adding fresh posts to a Facebook page. ***The biggest hurdle to social success is a lack of commitment.***

- When choosing a platform on which to create a presence, please consider where your audience is and where they look to you for information. Perhaps start with a survey to ascertain user preference.

- ASIS International's largest social media outpost, LinkedIn, provides a forum for the exchange of best practices, sharing news related to the security profession, and consulting with peers. ASIS encourages chapter/community/regional/working groups to be created as subgroups of the main ASIS LinkedIn group. To get started, contact the Communications team at pr@asisonline.org.

- Twitter provides a "micro blogging" platform to share snippets of information to anyone following your handle or hashtag. This is a good forum for sharing links (to your chapter website, photos from events, or local/or relevant security news). It takes time to develop a following on Twitter so this channel is best used by those who can make the time commitment. If you create a Twitter handle, please share it with *@ASIS_Intl* in order to have it included on our Twitter list of ASIS chapters, communities, regions, and working groups.

- Based on your communication goals and member preferences, you may want to create a Facebook presence. Care should be taken to determine whether a "fan page" or "group" is appropriate.

  o **Fan Page** Best for "pushing" information to audiences.
  o Allow for the creation of custom applications and tabs.
  o Does not allow for email communication with "fans."
  o Accessible by the general public, even if one is not registered or logged in.
  o Searchable.

- **Group Page**
  o Preferable as a means to "engage" audiences.
  o Facilitate discussion and networking.
  o Are available only to registered Facebook users.

- **Respect your audience.** As an organization that values diversity, we expect you will not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace.

- **Protect yourself and your privacy.** What you publish will remain in cyberspace indefinitely, so consider the content carefully and exercise caution when disclosing personal or professional information.

- **Contribute value**. When you want people to engage with you and share your information with others in their communities, you have to write things that interest and deliver value to your peers and entice them to share your thoughts with others. If your content enables people to learn more or discover new talents or skills, build their business, make decisions, do their jobs better, or solve problems, then your offering is valuable to the community.

- **Avoid starting fires.** It is good practice to invite differing points of view. Social media participants can be passionate, yet there is a fine line between healthy debate and harsh

reaction. It is not necessary, and is sometimes impossible, to respond to every criticism in a web community. At times, you will want to listen and not respond.

- **Use a disclaimer.** If you post anything related to your affiliation with ASIS, unless otherwise directed, make it clear that what you say is representative of your views and opinions and you are not representing ASIS. Use a disclaimer such as: "I am a member of ASIS; however, this is my personal opinion," or something to that effect. This only applies to content that mentions ASIS-related business.

- **ASIS respects the right to free speech.** Staff, volunteers, and members are free to express themselves and their opinions however they see fit as long as they are clearly representing themselves as individuals and not staff or representatives of ASIS. For example, if a volunteer writes a post about his/her personal experience at an ASIS-sponsored event, he/she does not need to do so with a disclaimer that he/she volunteers with ASIS. In that context, affiliation with ASIS is incidental and no disclaimer is necessary.

- **Managers and volunteer leaders have a unique responsibility.** A standard disclaimer does not by itself exempt ASIS management or volunteer leaders from responsibility when communicating in online public spaces. By virtue of their positions, ASIS management and volunteer leaders must consider whether personal thoughts they publish may be misunderstood as official ASIS positions.

- **Be accurate and factual.** It is important to stick to the facts and to identify your ASIS affiliation. Make sure that what you are saying is factually correct and do not make inflammatory statements or attempt to engage in an aggressive or defensive way.

- **Use your best judgment**. Remember that there can be consequences to what you publish in any format. Assume that what you post on social channels will be part of a permanent public record, accessible to members, colleagues, friends, and members of the media. If you are about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think twice about posting it. Ultimately, you have sole responsibility for what you post.

- **Take ownership. If you make a mistake, admit it.** Everyone makes mistakes. If you make an error, a best practice is to admit your mistake quickly, correct it, and move on. If you have published misinformation, go back and give the right information to the community.