

## Social Media Policy Proposal

The Southern Association for Counselor Education and Supervision (SACES) recognizes social media as a means to support the SACES vision, mission, and goals. This policy applies to all professional and graduate student members when they participate in social media as part of their affiliation with SACES. It also applies to elected and appointed leaders (i.e., standing and special committee chairs, Interest Network chairs) who participate in social media at any time in their appointed role in SACES, identify themselves as SACES leaders or members or as affiliated with the SACES, or discuss SACES or its affiliates.

### Purpose

The purpose of SACES social media is to provide accessible forums to enhance communication between SACES leadership and SACES members as well as among SACES members.

### Social Media Platforms

Approved SACES social media platforms currently include a SACES Facebook page, Twitter account, and YouTube channel. All SACES-related social media pages are listed on the [SACES website](http://saces.org) at <http://saces.org>. SACES is not responsible for the content on social media pages of SACES Interest Networks or Committees, and content included on social media pages may not necessarily be endorsed by SACES.

### Social Media Management

SACES Social Media Committee Chair(s) is primarily responsible for posting and monitoring SACES social media pages and accounts. SACES social media activity *must be relevant to and aligned with the SACES vision, mission, or objectives* as presented on the SACES website (<http://saces.org/about>). SACES social media activity includes the following: (a) announcements or calls that are specific to SACES and its members, (b) conference information, or (c) other communication from the SACES President/Executive Committee. In the future, notices of the SACES journal publications and SACES webinars may also be posted on SACES social media pages. SACES public social media pages *will not* include postings that are seeking research participants, employment-related postings, postings from other professional organizations (unless approved by the SACES EC), or postings that include marketing or are for profit in nature.

### Social Media for SACES Committees or Interest Networks

SACES Committees and Interest Networks have the option of using social media for the purposes of fostering communication and collaborations, exchanging resources, and enhancing community. SACES Committee or Interest Network chairs may request to develop social networking pages/groups for their respective committee or interest network. Requests should be sent to the Social Media Committee chair(s) for review and subsequent approval by the SACES Executive Committee. The following policies must be followed for SACES interest networks and committees:

- The name used for SACES interest network or committee social media pages/groups must be the given name of the SACES interest network or committee.
- A disclaimer must appear on the social media page stating, "The content on this site is from the members of this group and does not represent SACES."
- The SACES logo should appear on the social media pages (e.g., Facebook cover image), in order to attain a logo specific for SACES Committees and Interest Networks, the chair should contact the Social Media Chair to attain an approved logo. The logo must not be altered when posted.
- Closed Facebook groups are recommended for SACES interest networks and committees, with the exception of the SACES Graduate Student Facebook page.

Administrators of social media groups must include the interest network or committee chair and the Social Media Committee chair. Content of such groups must be related to focus of the interest network or committee and this should be monitored by the interest network or committee chair as well as the Social Media Chair. Although SACES does not post research recruitments on SACES public social media pages, interest networks may include such postings if the research is of similar focus to that of the interest network. Interest network and committee chairs are expected to include links to social media pages in their mid-year and final reports along with a summary of activity, as applicable.

### **Noncompliance**

Individuals or groups who violate this social media policy will be notified of changes necessary to be in compliance. Those who do not comply within a specified time frame may be asked to resign their role in SACES leadership or service within the SACES Interest Network or Committee.

## **General Guidelines**

### ***The guidelines below are for all Social Media platforms***

SACES elected and appointed leaders as well as members are responsible for the content they publish on social media and should use good judgment. All SACES leaders and members should be mindful that the things they say or do on social media may be publicly available and searchable and may be forever accessible, which can be then associated with SACES. Comments, expressions, and other postings on social media must be honest and respectful of others; respect confidential, personal, and proprietary information; and comply with applicable local, state, and federal laws and SACES policies.

### **Maintain Confidentiality**

Use good ethical judgment keeping in mind federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996. It is not appropriate to post confidential or proprietary information about the SACES, its membership, or your fellow colleagues.

### **Maintain Privacy**

As a general guideline, do not post anything that you would not present in any public forum. Avoid discussing situation involving named or pictured individuals on a social media site without their permission.

### **Respect Your Audience**

SACES social media is intended to provide a welcoming, positive, and productive environment. If you engage in SACES social media, do not use offensive language or conduct. It is expected that all participants in SACES social media demonstrate professional behavior and show proper consideration for others' privacy and for topics that may be considered sensitive.

### **Be Accurate**

Make sure that you have all the facts before you post. It is better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources, there are rarely exceptions to crediting sources.

### **Be Timely**

Assign an administrator who can regularly monitor postings and content. The recommended minimum frequency is once a week. Be sure not to overload your updates. Followers will stop paying attention if you overload them with information.

## **Guidelines for Twitter and YouTube**

The Social Media committee will assign a member for the Twitter account to post relevant to the mission of SACES content.

YouTube is used on an as needed basis with consultation with the SACES EC. The Social Media committee is responsible for the maintenance of the above two social media accounts and to assign members who wish to operate these social media. Interest Networks and standing committees are welcome to use the above media entities to promote of their network/committee's activities, events, and for educational purposes.

### **Social Media Policy Action Steps**

- Shut down SACES LinkedIn
- Shut down "community" tab on SACES FB main page if possible – it is rarely used or known about and allows anyone to post about x, y, or z. If it cannot be hidden, perhaps a member of the SM committee can be responsible for monitoring postings
- Comments on SACES Facebook main page and committee and interest network pages will be monitored by the account administrator.
- List the links for all existing social media pages on SACES website - update when IN and committee reports are received at mid-year and final.