Social Media Policy

Purpose

The purposes of the CALL/ACBD use of social media are:

1. The dissemination of official CALL/ACBD communications to members;
2. The dissemination of official CALL/ACBD communications to non-members in related fields;
3. To encourage member engagement with CALL/ACBD;
4. To reach out to, and to engage with external stakeholder audiences, and to extend our relationships with stakeholder groups.

Who?

The CALL/ACBD President shall appoint a Social Media Coordinator (SMC) who is a member of CALL/ACBD who is prepared to take on the responsibility in a volunteer capacity. The Board Member at Large with the Publications portfolio is the Board liaison for this position.

The work of the SMC will be closely related to by the communications work of NO.

Terms of Reference

The SMC will be responsible for:

1. Creating a new CALL/ACBD Facebook page.
2. Disseminating all official CALL/ACBD communications to our social media channels.
   a. e-newsletter.
   b. CLLR
      The SMC would be responsible for disseminating the availability of these two publications using Twitter, Facebook and LinkedIn;
      Throughout the month, the SMC might schedule a series of Tweets to further disseminate individual articles of interest that were contained within these publications.
   c. NO often prepares and disseminates official communications on a one-off basis via the CALL-L listserv. The SMC would be responsible for disseminating these to our channels (TFL).
3. The SMC is the point-person for other social media initiatives. For example, if a committee wishes to hold a Tweet Chat, the SMC would hand over the passwords for such purposes.
4. The SMC would be responsible for watching our TFL channels for any complaints /issues that arise and escalating these to the Communications Committee.
5. The SMC is responsible for setting up Twitter following; for re-tweeting relevant information to CALL/ACBD followers as provided within the guidelines below.

User Guidelines

If the SMC or any CALL/ACBD member opens up a new CALL/ACBD social media account, CALL retains ownership over it. National Office must be provided the credentials.

Respect copyright laws

It is critical that users show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including CALL's own copyrights and brands. Users should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Respecting our Members

The public in general, and CALL's volunteers and members, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with our website. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion.

Controversial Issues

If users see misrepresentations made about CALL/ACBD in the media, please point that out to our National Office. Always do so with respect and with the facts. If users speak about others, make sure what is said is factual and that it does not disparage that party. Avoid arguments. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

Ownership of CALL Social Media Accounts

CALL/ACBD reserves the right to retain ownership over all social media accounts created as an extension of our association. Any new accounts created as a representation of CALL/ACBD must submit first be approved by the Executive Board, and all login, security and password information must remain with the National Office.