

GENERAL GUIDELINES FOR SOCIAL MEDIA PARTICIPATION

Social media is changing the way we work, offering a new model to engage with customers, colleagues, and the world at large. We believe this kind of interaction can help SPE build stronger, more successful relationships. And it's a way for YOU to take part in global conversations related to what we are doing at SPE, the industry and the things you care about.

If you're an SPE member, volunteer, or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media representing SPE, these guidelines are for you. They will evolve as new social networking tools emerge, so check back regularly to make sure you're up to date.

GENERAL GUIDELINES

1. Be transparent and state what your role in the organization is. Your honesty—or dishonesty—will be quickly noticed in the social media environment. Please represent SPE ethically and with integrity.
2. For your posts relating to Headquarter(HQ) events or activities, please include your group/section name and indicate that HQ is not writing/promoting the event. Please keep HQ posts unique to HQ activities. *Example: ANTEC or other HQ events posts: updates will be posted from HQ accounts, Groups can post about your groups involvement at ANTEC or other HQ event.*
3. Make your posts helpful and thought-provoking. Build community participation by posting content that invites responses, then stay engaged yourself! Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
4. You can also broaden the dialogue by citing others who are writing about the same topic and allowing your content to be shared. Always keep in mind where your material is coming from, remember to cite your sources when it isn't yours.
5. Never represent yourself or SPE in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated. If you publish to a website or forum outside of SPE, use a disclaimer like this: "The postings on this site are my own and don't represent SPE's positions, strategies, or opinions." *All messages must add to the body of knowledge. We reserve the right to reject any message for any reason.*
6. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be

private or internal to SPE. Make sure your efforts to be transparent don't violate SPE's privacy, confidentiality, and legal guidelines for external commercial speech. *Do not comment on SPE legal matters unless you are an official SPE HQ spokesperson and have the legal approval from SPE.*

7. Perception is reality - and in online social networks, the lines between public and private, personal and professional may be blurred. Just by identifying yourself as an SPE member/contractor/volunteer, you are creating perceptions about your expertise and about SPE. Keep this in mind when you post to social media.
8. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask HQ for advice and/or to disengage from the dialogue in a polite manner that reflects well on SPE.
9. If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions. Using your accounts to publically trash or embarrass anyone involved with SPE or our competition is not accepted.
10. Never participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your IP address. Refer all Social Media activity around crisis topics to the Marketing Communications Manager.
11. Be smart about protecting yourself, your privacy, and SPE's confidential information. Make sure all that transparency doesn't violate SPE's confidentiality or legal guidelines for commercial speech — or your own privacy. Remember, if you're online, you're on the record — everything on the Internet is public and searchable. And what you write is ultimately your responsibility. *We are not responsible for the content of external internet sites. You are advised to read the privacy policy of external sites before disclosing any personal information.*

Social Media Question — Valaree DonFrancesco at vdonfrancesco@4spe.org

All other media questions — Sue Wojnicki at swojnicki@4spe.org

TIPS

1. Listen — Be sure to keep track of your brand, hashtags and URLs to ensure you don't miss important feedback (good and bad).
"There's no better way to understand what your customers need and want than via their own feedback. A negative comment presents an opportunity to show your brand's dedication to resolving any issues with transparency and empathy."
2. Timing / Response — Rapid replies are key. Be human and engage, don't be automated. People want to connect and create relationships (and

brand loyalty), always be genuine and positive. Apologize when something goes wrong, be happy when something good happens.

3. Public vs. Private — Always respond publically before you move to a private conversation. Public responses are for general purposes and involve the community as a whole. Private responses are to provide a more detailed solution to the individual.
4. 1. Have you posted something that just wasn't true? Be the first to respond to your own mistake. If you choose to modify an earlier post, make it clear that you have done so.