

Social Media Guidelines for Sections, Divisions and Special Interest Groups

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 an SPE group, 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.

1. All SPE groups participating in social media must use the appropriate logo and comply with branding guidelines to remain consistent with the SPE brand. You should not use the SPE HQ logo or just SPE shield as your profile picture on any of your accounts — business or personal. This logo is reserved solely for the central SPE accounts. **Please use the logo given to your group. (Don't have a logo? Tell us and we'll send you one)**
2. Your username and/or profile name should contain **"SPE" and your group name** in the title. We have one central profile for each social media platform which is maintained by the Marketing Communications Team at SPE. We do not want the central account to get confused with other groups, SPE HQ account needs to remain unique. You are welcome to repost content from these pages or share information on the pages in accordance with the general guidelines in this policy. This will avoid confusion by our customers as to the one central source of all SPE social media communications.

SPE HQ will post your event/activity twice a month on social media per event/activity. If you have a specific request for your event/activity, please furnish the requested post **7 days** in advance. **Last minute requests will not be accepted unless an emergency or crisis.** Unless requested at a specific date and time, HQ will post when their schedule allows. If a need for an emergency or crisis posting arises please contact the Marketing Communications Team.

SPE HQ uses the following hashtags:

#4SPE is used in all postings.

Event hashtags: #ANTEC18 #DesignInPlastics17

Other: #Plastics #PlasticsStrong

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

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