

International Facility Management Association Austin Chapter		Policy #
Subject Social Networking Policy		
Effective Date	Reviewed Date	Revised Date
Related Policies		Pages 7

PURPOSE

To address the changing way members communicate and obtain information relating to the missions, programs, and goals of the International Facility Management Association, IFMA Austin Chapter may participate in social network websites to reach a broader audience where appropriate and when approved by the Board of Directors. This policy sets guidelines for use of social media in an effort to ensure timely, accurate and appropriate use of those outlets to deliver clear, concise and consistent messages on behalf of IFMA Austin Chapter.

APPLICABILITY

This policy applies to all IFMA Austin Chapter employees, contract-employees, elected leadership, and members.

POLICY

- A. All official IFMA Austin Chapter social media sites or services are considered an official extension of the IFMA Austin Chapter Information and Communications Network, which is comprised of the primary IFMA Austin Chapter website, primary IFMA Austin Chapter social media sites, and committee-specific social media sites.
- B. All IFMA Austin Chapter committee or member requests to develop and maintain social media sites must be submitted on the Social Media Site Request form, approved by the Board of Directors and be in compliance with this policy.
- C. IFMA Austin Chapter Austin Chapter social network content created or maintained on approved IFMA Austin Chapter social media sites or outlets will be considered the property of IFMA Austin Chapter to the fullest extent allowed by law. IFMA Austin Chapter reserves the right to monitor, edit, remove, or in any other way change any portion of the created content.
- D. Potential Uses for social media include, but are not limited to:

Sharing published news releases; publicizing programs, events, news, and online services sponsored by IFMA Austin Chapter; publicizing job opportunities, new services, or other information found on IFMA Austin Chapter primary website.

- E. Use of social media must comply with applicable federal and state laws, regulations, and policies, as well as proper business etiquette.
- F. Wherever possible, links should direct users back to the official IFMA Austin Chapter website for more information, forms, documents or online services. The IFMA Austin Chapter website (www.ifma-austin.org/) serves as the official online IFMA Austin Chapter presence, and all other social media should be designed and used as to enhance or promote the IFMA Austin Chapter website and its content.
- G. IFMA Austin Chapter members using approved social media outlets must conduct themselves at all times as representatives of IFMA Austin Chapter. Failure to do so may result in revocation of IFMA Austin Chapter membership, termination of the social media application, or any other action deemed appropriate by the IFMA Austin Chapter Board of Directors.
- H. All users of official IFMA Austin Chapter social media will ensure it adheres to the social media policy for appropriate use, message and branding consistent with the goals and mission of IFMA Austin Chapter.
- I. If an approved social media site is designed to allow public comments, IFMA Austin Chapter reserves the right to remove any messages or postings for any reason, including but not limited to the following:
 - a. Obscene or threatening comments;
 - b. Materials violating copyrights, trademark right, or other intellectual property of any third party;
 - c. Comments unrelated to the topic of the forum;
 - d. Commercial promotions or spam; or
 - e. Hyperlinks to material that is not directly related to the discussion;
 - f. Expression of opinions contrary to IFMA Austin Chapter official positions;
 - g. Any statement/image/object/hyperlink that could be considered inflammatory or harmful to any person, organization, or other entity;
 - h. Any statement/image/object/hyperlink considered inappropriate by the IFMA Austin Chapter Board of Directors to be in violation of any portion of this policy.
- J. A disclaimer or a link to a disclaimer stating the information contained in Paragraph I must be part of any IFMA Austin Chapter social networking page that allows comments.

PROCEDURES

- A. There are three levels to IFMA Austin Chapter's Information and Communications Network:
 - a. The Official IFMA Austin Chapter website (www.ifma-austin.org/);
 - b. Tier 1 Social Media sites (managed by Communications Committee);
 - c. Tier 2 Social Media sites (managed by individual committee chairs).

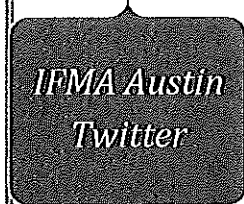
IFMA Information and Communications Network

OFFICIAL WEBSITE
The Official website is the cornerstone of IFMA Austin Chapter's online presence.



The official website:
-Administered by the Chapter Webmaster or Chapter Manager
-Primary source for all information
-Should be cited and linked in all official social media applications

Tier 1
Tier 1 social media applications should be used to promote IFMA and direct users to the IFMA Austin website.



Tier 1 Social Media:
-Administered by the Chapter Manager or Communication Committee chair or designee.
-Primary social networking tool
-Should guide users back to official website.

Tier 2
Tier 2 social media applications should only be used to communicate with their respective committees.



Tier 2 Social Media:
-May include committee blogs, social media sites, etc
-Should not be used for general information

B. The Official IFMA Austin Chapter website:

- a. No IFMA Austin Chapter employee, official, committee, or member shall create an IFMA Austin Chapter information website, either as a stand-alone site or as part of a social networking medium that competes with or detracts focus from the Official IFMA Austin Chapter Website. This does not include sites (such as facebook fan-pages) that are designed to direct viewers to the more detailed Official IFMA Austin Chapter website.

C. Tier 1 Social Media sites:

- a. All Tier 1 Social Media sites will be approved by the Board of Directors prior to their creation.
- b. Official Social Media sites will be maintained by the IFMA Austin Chapter manager, or the Communications Committee Chair or designee.
- c. Tier 1 sites will be designed to appeal to the general membership, as well as potential members.
- d. Tier 1 sites, to the greatest extent possible, should direct users/viewers to the Official IFMA Austin Chapter Website for information.
- e. To create a new Tier 1 social media site, the Communications Committee must fill out the attached "Social Media Site Request" form detailing why it is necessary, the proposed social media solution, the time and resource requirements for such use, and what will deem its use successful.

D. Tier 2 Social Media sites:

- a. Committees of IFMA Austin Chapter may request permission to develop social media sites for their specific committees.
 - b. All requests by committee chairs to utilize social media at committee level must be approved by the Board of Directors.
 - c. Committee level social media should not be used to communicate with the general membership or prospective members. They should only be used to communicate with the membership of the committee or third-parties interested in the committee but not general membership.
 - d. All committee-level social media should point back to the Official IFMA Austin Chapter website, and if appropriate, the related Tier 1 social media site.
 - e. Committee chairs requesting to distribute information or create a social media site must fill out the attached "Social Media Site Request" form detailing why it is necessary, the proposed social media solution, the time and resource requirements for such use, and what will deem its use successful.
 - f. Committee chairs overseeing an approved social media site or tool are responsible for its operation and maintenance, including the termination/deletion of sites or tools no longer in use. In the event that an approved social media site or tool is to be deleted, notification should be made in advance to the Communications Committee Chair.
- E. The IFMA Austin Chapter Board of Directors will have final approval of all social media requests.
- F. If approved, the requesting committee chair will be responsible for creating, maintaining, and monitoring their Tier 2 social media site(s) and will act as an official spokesperson for that committee.

- G. The IFMA Austin Chapter manager and the IFMA Austin Chapter Communications Committee Chair will maintain a list of all approved users and will provide a link to all Tier 1 social media pages on the Official IFMA website. The Official website will NOT link directly to Tier 2 social media applications.
- H. To the extent that design parameters of the host site allows, IFMA Austin Chapter social networking pages will conform to the following:
 - a. Be identified as an official IFMA Austin Chapter online presence;
 - b. Contain appropriate contact information;
 - c. Contain the IFMA Austin Chapter logo or other approved identifiers;
 - d. Have a link to the appropriate page of the IFMA Austin Chapter website; and
 - e. Specify that all content posted is subject to this policy.

MEMBERS/USERS

- A. Peer moderation will be the primary means for insuring IFMA Austin Chapter Social Media Sites remain in compliance with this policy.
- B. All members are expected to report any violations in the policy to the Communications Chairperson or chapter manager immediately.
- C. Members using IFMA Austin Chapter Social Media Sites must:
 - a. Insure all posts, comments, or other communications are professional and respectful of other users.
 - b. Identify all opinions as individual ones, and not represent comments as official positions of IFMA Austin Chapter.
 - c. Refrain from sharing information that is proprietary, confidential, classified, or in any other manner restricted by federal, state or local laws.
 - d. Refrain from posting advertisements or other business solicitations without the written approval of the IFMA Austin Chapter Board of Directors.

SOCIAL MEDIA SITE REQUEST PROCESS:

- A. Requesting Committee Chair or IFMA Austin Chapter member completes Social Media Site Request form.
- B. Forward Social Media Site Request form to IFMA Austin Chapter Communications Committee Chair for initial review, policy compliance and Communications Committee level approval.
- C. IFMA Austin Chapter Communications Committee Chair will forward Social Media Site Request with any comments to the IFMA Austin Chapter Board of Directors for review and approval.
- D. The IFMA Austin Chapter Board of Directors will inform Communications Committee Chair of final decision.
- E. The Communications Committee Chair will inform requestor of final decision.
- F. Appeal of the Board of Directors decision may be made by any IFMA Austin Chapter member in good standing.

- a. Members who wish to appeal a decision relating to social media usage are encouraged to submit a Letter of Appeal to an IFMA Austin Chapter Board Member as well as the IFMA Austin Chapter President.
- b. The Letter of Appeal should include a description of the decision being appealed, the alternative decision suggested, and any supporting documentation.
- c. If necessary, Letters of Appeal may be considered at the next Board of Directors meeting.

FORMS

See attached "Social Media Site Request" form.

Social Media Site Request

Name & Title: _____

Committee: _____ Date: _____

Brief statement of business need: _____

Brief description of proposed social networking use: _____

Benefits (improved productivity, timeliness of providing information, etc.): _____

What feedback methods are allowed for this social media tool, and how will they be managed?

What measures will be used to determine the success of this use of social media?

What goals do you have for your social networking efforts?

(A signature below indicates that all parties have read, understood and agree to abide by the Social Networking Policy.)

Approvals:

Committee Chair: _____ Date: _____

Communications Committee Chair: _____ Date: _____

IFMA Austin Chapter President: _____ Date: _____