



National Association for Interpretation Social Media Policy Fall 2013

The following are guidelines set forth in regard to social media activity (including blogs, Facebook, Twitter, LinkedIn, and any other social media outlet where NAI has a presence) while representing the NAI (applies to employees, leadership, volunteers, and others who represent the association). This policy applies to all NAI national and organizational unit outlets.

Personal Use

- 1) Engage only in a limited amount of personal social media activity during business hours.
- 2) Your individual social media accounts are strictly personal. If you do not wish to friend coworkers or clients, do not feel pressured to.
- 3) If you do choose to network with NAI members on social media, be aware that you represent NAI to those individuals.

Moderating NAI Social Media Outlets

- 4) When posting as NAI, please express only the views of the association. Always discern your personal views from the views of the association.
- 5) Always double-check spelling and grammar before posting publicly on behalf of NAI.
- 6) Before posting any information for NAI, confirm its validity.
- 7) Respect any and all confidential information relating to the NAI. Keep in mind that the organization's social media "followers" may not be the same group of people as our members. Member data must be kept confidential.
- 8) Abstain from publicly posting any biased content – please realize that our organization represents a wide variety of people and organizations, with diverse opinions - professional, political and personal.
- 9) When moderating social media activity, user comments that are profane, vulgar, discriminatory, or spam should be deleted. Under no circumstances should user activity be deleted before consulting NAI's social media coordinator.
- 10) Be respectful towards the organization and fellow employees, as well as business affiliates and prospective members.
- 11) Avoid showing preferential treatment to specific organizational, government, commercial, or individual members.
- 12) All social media outlets should be checked daily to ensure timely responses to member concerns.
- 13) When identifying yourself as an employee of NAI, use caution and common sense with your online activity. Assume that what you post is being read by the NAI community.
- 14) Do not post copyrighted material without permission.
- 15) NAI will accept payment for sponsored posts, which will be clearly marked as commercial advertisements.
- 16) Posts that are overtly commercial in nature (direct links to paid products, services, or opportunities) will be removed by the social media coordinator after first contacting the individual or group responsible for the post with an explanation of NAI's policy and offered the opportunity to pay for a sponsored post.
- 17) Consult NAI's social media coordinator if you are uncertain with anything pertaining to social media activity.

The guidelines above are in place to help establish a separation of your private and public online identities, as well as assist in maintaining a public online existence that promotes and adds value to our organization. Your public online activity reflects you and NAI. With this in mind, NAI asks you to be smart in your online activity.