

WACC GUIDELINES

SOCIAL MEDIA

Approved by the Board

October 2011

WACC has recognised that social media offer various opportunities for the Association to interact with its Members, its partners, potential funders and the general public. It has, therefore, incorporated the use of social media into its communication strategies.

1. However, because social media activities can be viewed by large numbers of people, any inappropriate use of such fora could have very serious repercussions. A Social Media Policy has been implemented by WACC to direct how members of staff are to use social media in order to limit the likelihood that harm is done to the reputation of the Association, its Members, its partners, or staff.
2. Comments by Members of WACC, particularly those elected to Regional Executive Committees and Directors of the Association, made on social media may be attributed to WACC. The purpose of these guidelines is to indicate how Members should use social media in order to avoid having an adverse impact on WACC.
3. For the purpose of these guidelines, social media includes any internet-based facility which provides social networking (such as Facebook), facilitates multi-media posting (such as YouTube), includes a wiki (such as Wikipedia), allows blogging, or otherwise hosts user-contributed material.

Participation on behalf of WACC (global)

4. A social media facility to be operated on behalf of WACC and any account in WACC's name on a social media facility may only be established and managed by the Secretariat, which will co-ordinate the use of such facilities and accounts.
5. Participation in social media on behalf of WACC may only be undertaken by those Members who have been specifically authorised to speak on behalf of the organization. In general, such authorisation will be limited to particular areas in which the Member is considered to have expertise.

Regional participation

6. A Regional Executive Committee may authorise a Member to participate in social media on behalf of the Regional Association.
7. A Regional Executive Committee may authorise the establishment of a social media facility to be operated on behalf of the Region, provided the Committee retains control of the facility including the ability to terminate its operation, and it is clear that the facility is operated by the Region, not WACC (global).

8. Any comment made on social media by the representative of a Regional Association may be attributed to the Regional Association and should not be attributed to WACC.
9. Formal statements made by a Region should only be issued by the Regional President or other Officer authorised by the Regional Executive Committee to speak on behalf of the Regions. In general, such statements should be approved by the REC before being issued.

Personal participation

10. Unless authorised to speak on behalf of WACC, Members should ensure that any information that they post on social media is not attributable to WACC. In particular, a Member who holds an elected or appointed position with WACC:
 - If he or she operates a Social media facility which deals with matters in which WACC has an interest, is strongly encouraged to include a disclaimer to indicate that the opinions expressed are not necessarily those of WACC, and
 - When posting anything on social media should, unless they have been authorized to speak on behalf of the Association, ensure that it is clear that any opinion expressed is their personal opinion and that it cannot be interpreted as that of WACC.
11. Members, particularly those who hold or have held an elected or appointed position with WACC, should recognise that their participation in social media may reflect on WACC and, if inappropriate, have adverse consequences for the Association since:
 - They may be identified as being associated with WACC even if they do not intend for this to happen, and
 - Personal conversations on social media may become more widely available than originally intended.
12. When posting to social media, Members are asked to:
 - Refrain from political or social comment which may be inconsistent with a position officially adopted by WACC, and
 - Not criticise WACC, any of its Members or partners, or its staff.
13. Unless specifically authorised, no posting to social media should:
 - Include the WACC logo, or other logo or device used by WACC, except in connection with material originating from WACC,
 - Publish any WACC material without attributing it to WACC, and only if such material has been made available for publication by the Association, or
 - Release any confidential information which may have been obtained as a result of association with WACC.

14. Any Member who becomes aware of any information posted on a Social Network facility that is critical of WACC, or which might otherwise harm the reputation of the Association, should notify the Secretariat.

General

15. The following suggestions regarding posting to social media are offered for the information of Members:
 - Avoid confrontation and respect the views of others,
 - Refrain from stating any opinion or sharing any material that is likely to give offence,
 - Not express an opinion in a way that could be interpreted as fact,
 - If posting a video or any other material in which a person may be identified, ensure that it will not cause embarrassment or offence, or be misinterpreted,
 - Protect their privacy, and also the privacy of others by, for example, not including any personal information in posts,
 - Correct any error that they may make at the earliest opportunity, and
 - If correcting errors made by others, do so by quoting facts and without criticising those responsible for the errors, and endeavour to avoid arguments,