



SOCIETY OF ENVIRONMENTAL TOXICOLOGY AND CHEMISTRY

SOCIAL MEDIA GUIDELINES

Social Media and the Purpose of SETAC Guidelines

The Society of Environmental Toxicology and Chemistry (SETAC) recognizes the value that social media can bring to the Society's goals of exchanging information and ideas that further the development and application of multidisciplinary scientific principles and practices toward achieving Environmental Quality Through Science®.

These guidelines apply to anyone who uses official SETAC social media accounts and to those who identify themselves as affiliated with SETAC in social media platforms or posts.

Such individuals include:

- SETAC staff
- Members of the SETAC World Council
- SETAC geographic unit councils or boards of directors
- Members of regional chapters and branches of SETAC
- SETAC global and geographic unit advisory group members
- SETAC global and geographic unit committee members

The purpose of these guidelines is to establish a policy that maintains the integrity of information that is communicated by or on behalf of SETAC and to reduce the risk of adverse consequences that could result from improper communications.

Social Media in which SETAC Communicates



Who May Use SETAC Social Media Accounts

The governance structure of SETAC embraces:

- A global World Council
- 5 geographic units (GUs), each with their own council or board of directors
- Regional chapters and branches within each GU
- Committees at the GU and global levels

Each of these governance structures is authorized to use SETAC-branded social media accounts within the guidelines in this document. In addition, SETAC global and GU advisory groups and the SETAC journals, *Integrated Environmental Assessment and Management* (IEAM) and *Environmental Toxicology and Chemistry* (ET&C), also are authorized to use SETAC-branded social media.

To create a SETAC-branded social media account, please contact the SETAC Communications Manager at press@setac.org. For co-branding, the SETAC logo may be incorporated using the SETAC Logo and Trademark Guidelines. When communicating on behalf of SETAC, remember to always use sound judgement and common sense by adhering to the SETAC Code of Ethics and the guidelines in this document.

If there is any doubt about whether a particular use of a SETAC-branded social media account is appropriate, the SETAC Communications Manager should be consulted first; the SETAC World Council has the final authority to approve or disapprove such use.

Examples of SETAC-authorized social media accounts

Facebook

- facebook.com/SETACWorld

Twitter

- @SETAC_world
- @SETAC_AU
- @ieam_editor
- @SETAC_CSL
- @SETAC_Baylor

LinkedIn

YouTube

Flickr

- flickr.com/photos/setac

Suggested naming conventions

See examples above

- facebook.com/SETACGroupName
- @SETAC_GroupName
- youtube.com/user/SETACGroupName
- flickr.com/photos/SETACGroupName



Why Do We Need Guidelines?

Because communicating by social media often blurs the lines between the personal and the professional, SETAC issues these guidelines. Here are some reasons why such guidelines are necessary:

1. Perception is everything: You are perceived as representing SETAC, whether you are communicating officially or otherwise
2. Social media communications are typically public: SETAC members, other scientists, reporters, your manager or supervisor, your employees, and others can access what you post
3. Social media communications are virtually forever: Once you've posted text, audio, or video, it's nearly impossible to take them back
4. Social media communications can have legal implications: Trademarks and copyrighted or other previously published materials, whether they belong to SETAC or to any other individual or organization, must not be used without permission

You represent SETAC and therefore are responsible for protecting the brand.



The Guidelines: Respectfulness, Transparency, Professionalism, Confidentiality

SETAC encourages all of its associated groups and members to engage in social media. Participation, both personally and on behalf of SETAC, should always be guided by certain shared values that we adhere to as an organization and as individuals.

1) RESPECTFULNESS

Respect yourself and the image you project when you communicate, and respect SETAC staff, governing bodies, supporting partners and sponsors, and other SETAC members...not to mention nonmembers who will view your posts and who could be potential members, journalists, policy-makers, and others.

So consider these factors before you post:

- Respect differences in age, sex, race, color, creed, religion, ethnicity, gender, disability, and other individual characteristics
- Refrain from using slurs, personal insults, inflammatory statements, and other offensive or abusive language
- Do not use SETAC-related social media for political purposes
- Represent SETAC accurately. The Society is science-based and tripartite in nature (academia, business, and government); it is not an advocacy group
- Remember that the quality of your communications represents the Society, whether directly or indirect



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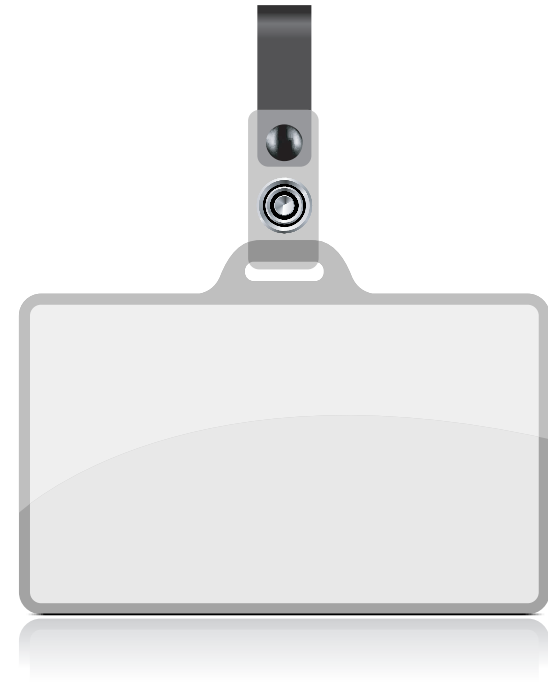
2) TRANSPARENCY

Social media transparency represents not only the SETAC brand but also your individual status as a staff member or volunteer member. Always be clear to those who will view your posts about who you are, and make your role in relation to the Society apparent.

If you are a member authorized to act in an official capacity for SETAC, for example as an “expert in the field,” fully disclose any potential conflicts of interest with regard to the topic at hand. If you are asked for or offer an opinion, you may use this language as a disclaimer:

The opinions expressed here are my own and do not necessarily represent those of SETAC.

If you make a mistake, admit it and correct it immediately. You must assume that you are responsible and liable for all actions that arise from your postings.



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3) PROFESSIONALISM

As a contributor to SETAC social media postings, you can strengthen the Society's brand and its goal of Environmental Quality Through Science® by drawing attention to its workshops, books, journal articles, job postings, meetings, activities, and other events. You can encourage others to contribute to positive discussions or debates, bolster a sense of community with the Society, and enhance the presence of SETAC and its members in the scientific community.

Keep these factors in mind to ensure the professionalism of your posts:

- Keep your posts professional and accurate, whether it's in the form of text, audio, or video. As a general rule, don't ask for or offer personal information when you're posting to social media.
- Keep your contacts professional. Your friends and followers should adhere to the same shared values as outlined in these guidelines.
- If you find a post that you believe might require an official response from SETAC, notify the Communications Manager or the Executive Director
- Consult with SETAC staff about the appropriateness, timing, frequency, or other characteristics of social media postings; when in doubt, ask!
- Understand and respect intellectual property, including trademarks and copyrights, even online materials that might be misconstrued as "free." You may point to published research, data, workshop reports, books, or journal articles, but do not re-post without permission. When in doubt, ask for permission.
- Keep it current. Social media are instant, and readers are looking for the most up-to-date information. If a post requires a comment, provide feedback in a timely and respectful manner.
- Maintain a regular posting schedule to ensure that your account is active and that users stay engaged



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4) CONFIDENTIALITY

Communications that represent SETAC, either directly or indirectly, must recognize the confidential nature of parts of the Society's business and of its constituents' business. Here are some things to remember:

- Before you involve someone—a staff member, a SETAC member, or anyone else—in an online conversation or posting, obtain their permission to do so in advance
- Respect the privacy of SETAC members. Do not post or otherwise communicate their names or contact information without first obtaining their permission to do so.
- Keep internal business, financial information, or private conversations to yourself

Remember that virtually all social media postings are public. SETAC reserves the right to monitor such postings and to withdraw support for individuals or organizations if their communications are inconsistent with these guidelines.

