



**Colorado Society of Association Executives**  
*Excellence by Association*

## **Policies and Guidelines for CSAE Online Communities**

Updated: 4/12/2017

CSAE's online communities and social media networking sites exist to share information and knowledge about the business of associations. Postings and information should be restricted to this area of discussion. We ask that everyone participating in the CSAE's online communities and social media networking sites will follow these simple, but important, guidelines.

### **Be Generous**

- Write in the first person and share your personality.
- Encourage comments and response to broaden the conversation.
- The most valued content will be thought-provoking, encourage innovation and experimentation, improve knowledge, hone skills, solve problems or help people understand context.
- Links add value.
- Supplier partners, please share your expertise and knowledge without engaging in sales-oriented contributions, publishing or linking to your firm's marketing materials. Our online presences are intended to be sources of shared information, knowledge and opinion.
- Choose the right platform to post your contributions. My CSAE is a closed community of only members. Our LinkedIn, Facebook and Twitter feeds are great places for discussions you want to share with larger populations.
- Manage carefully what you share. If it gives you pause, pause. When in doubt, leave it out.
- Work-related frustrations are valuable experiences. Just remember to phrase your comments carefully and avoid personal attacks.
- Respect other points of view, even when they're not offering the same in return
- Be sensitive to posting content that may raise antitrust or legal concerns such as membership restrictions, codes of ethics, product standardization or certification.
- Postings and contributions to CSAE online venues will be monitored and inappropriate content will be removed.

## **Transparency Counts**

- Disclose your role within the organization.
- If you contribute as a representative of your association or supplier partner company, be sure you have the authority to do so and remain within your organization's stated policies.
- Avoid sharing information that your employer considers proprietary or confidential.
- If you express an individual opinion, you may want to indicate that your contribution represents your own views and not necessarily those of your employer.
- Honor the privacy rights of individuals and organizations about which you write.
- Obtain the express permission of the owner before using logos, trademarks or copyrighted materials.

## **What Should Not Be Posted**

- Your postings may not include any promotion of products or services that would compete with CSAE's products and services.
- Job announcements or jobs wanted should not be posted to a discussion group. Please post these in the Career Center.
- You are legally liable for anything you write or present online. Avoid commentary, content, or images that are defamatory, pornographic, proprietary, harassing or libelous.
- MY CSAE and other CSAE social media sites may not be used for or to encourage others in anything to do with illegal drugs, gambling, pornography, prostitution, child pornography, robbery, spreading computer viruses, cracking into private computer forums, software license infringement, trafficking in credit card codes, or other crimes.

## **Be Accurate and Truthful**

- Check your facts.
- Give credit where credit is due.
- Nobody's perfect. If you goof, just say so and fix it.
- Take care in posting links to avoid items that may contain or link to viruses.