



Social Media Policy

The Society of Women Engineers (SWE) social media platforms exist for SWE members all over the world to engage with each other and connect about issues and content relating to SWE and women in engineering and technology. SWE is a 501c3 non-profit organization governed by the laws of the United States Federal Government. Questions about this policy should be directed to the Integrated Marketing Advisory Board at imab-chair@swe.org.

As with all SWE programs and events, the activity on these social platforms should reflect the **Core Values** of SWE, which are highlighted below. This policy covers anything mentioning SWE on social media such as Facebook, Instagram, Twitter, Snapchat, Pinterest, Blogs, You Tube, etc. These are just examples and not all-inclusive of every type of social media platform.

This policy is meant to cover any activity on social media associated with SWE. SWE Members and non-members are expected to follow this policy when posting in a SWE sanctioned space. SWE Leaders, as defined by the Society, are expected to adhere to this policy in any social media space, when they are identifiable as SWE leaders.

Integrity: We aspire to the highest level of ethical behavior as evidenced by honesty and dignity in our personal and professional relationships and responsibilities.

- Please make sure that you are posting appropriate content that represents SWE in the most appropriate way.
- Nothing which is illegal where SWE is headquartered (Chicago, Illinois, United States) may be promoted or advertised. Something legal in your state or country may be illegal in another area. When in doubt, check with SWE HQ.
- All SWE members agree to SWE's code of conduct when joining the Society.

Inclusive Environment: We embrace diversity in its broadest interpretation and commit to creating an inclusive environment for all our members and stakeholders. We value the contributions of a diverse membership, which enables SWE to achieve its full potential.

- SWE is a diverse and inclusive Global organization and encourages members to create a safe and welcoming environment for all. This means accepting different backgrounds and points of views in a respectful environment.
- SWE does not discriminate. Any language or images which are discriminatory of any kind based on race, color, sex, language, religion, political or other opinion, national or social origin, property, birth or other status such as disability, age, marital and family status, sexual orientation and gender identity, health status, place of residence, economic and social

situation in accordance with the USA Anti-Discrimination and Anti-Harassment laws are not to be used in a SWE associated platform. Forms of harassment include written, images, video, emojis, etc.

- When participating in SWE branded social media groups, please refrain from personal attacks and arguments.

Mutual Support: We provide an organization that fosters mentoring and the development of professional and personal networks

- SWE's "Policy Against Harassment" document applies to all SWE social media interactions. This is a zero-tolerance policy that shall be followed by all members.
- When posting on social media, consider the content to ensure it is professional and applicable to both the social media platform and to SWE. Keep content applicable to the audience, no spam.
- Do not use SWE social media spaces to promote non-SWE business offerings, non-SWE job postings, non-SWE recruiting events or for any non-SWE related fundraising.

Professional Excellence: We conduct our activities in a professional manner, demonstrating and demanding the highest standards of business practices.

- Links to the SWE Career Center, SWE sanctioned job postings and recruiting events organized by SWE are allowed.
- Please use appropriate language - no profanity in all social media interactions representing SWE.
- It is important to not share personal information for both yourself and others on social media platforms. This includes government identifications numbers, bank and credit card information, addresses, phone numbers, etc. Although social media pages may be considered "closed" or "private", they still are in a public domain.

Trust: We share a common definition of success with open, transparent access to common information, building mutual respect and confidence in the competence of those with whom we lead, serve and partner with.

- Appropriate actions should be taken by moderators such as removing posts and blocking users as appropriate if these policies are not followed.
SWE members who participate as social media owners and group moderators for SWE branded accounts are charged with up-holding these values and policies daily. SWE HQ staff is available for support in controlling and communicating with difficult users but assumes primary enforcement rest with the members of the social group.

To launch a new SWE social media group, expand an existing group to new platforms, or to register an existing group with the Society, please refer to the Procedures and Guidelines for SWE Groups on Social Media.

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Integrated Marketing Advisory Board (IMAB) Procedures & Guidelines for SWE Groups on Social Media

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COMMITTEE PURPOSE

See Integrated Marketing Advisory Board Charter for details. Any questions about the content herein should be directed to imab.swe@gmail.com and imab-chair@swe.org.

Part I - SOCIAL MEDIA PROCEDURES & GUIDELINES

A. Social Media Account Registration or Expansion Procedure

1. All SWE groups on social media are expected to follow the Brand Use Guidelines and the Social Media Policy.
2. All social media groups affiliated with SWE should email socialmedia@swe.org and register their social media accounts with SWE for tracking purposes.
3. Groups on social media looking to expand to other social media platforms should work with their SWE leadership to make sure the expansion is in line with their group's mission, then register the new account with SWE.
4. All accounts will be tracked by SWE HQ to ensure that there is knowledge of all SWE social media accounts on the various platforms.

If a group is looking to launch a social media account for the first time, they should email socialmedia@swe.org and marketing@swe.org to get more information about brand resources and to register their new account.

B. Guidelines for Social Media Posts in the Wake of Tragedy

The following are guidelines for SWE groups (Sections, AG's, Committees, and other recognized SWE special interest groups) to use when posting on social media in the wake of environmental, social or industrial tragedy. A few types of tragedies that SWE groups are empowered to respond to are; natural disasters, accidents, terror attacks, hate crimes and other acts of tragic violence.

The relevant circumstances might include; the tragic event directly impacts SWE members of the posting group, SWE members or the group have a personal or professional connection to the tragic event, or the SWE group closely identifies with those affected by the tragedy.

As a 501c3 non-profit, SWE social media spaces may not be used to collect or organize fundraising or resources for individuals or other non-profits in response to these tragic events.

Guidelines

1. SWE social media spaces may be used to initiate and host communications in the wake of a tragedy. The SWE communities that are touched by tragedy are empowered to use the SWE social media to connect and foster community. These posts may be

published from individual accounts as in facebook groups, or from the main page. The posts should clearly indicate who the individual authors are.

2. The post must honor SWE's 501c3 status as well as the Social Media Policy and the Code of Conduct. This means the post and the conversation that follows must avoid being political, it must use inclusive language (no references to prayers) and no personal arguments or attacks, to name a few.

3. The post and the conversation that follows may offer context to how the tragedy is impacting the community and the relationship to SWE. Efforts should be made to provide accurate contextual information, knowing that not every detail can be included.

4. A SWE ribbon graphic is available with other logo resources as described in the Brand Use Guidelines.

Additional considerations. The account administrators and group moderators responsible for the SWE social media accounts, should be careful to not overextend themselves when offering sympathies, solidarity and statements of support. The intent is for them to affirm and validate the SWE social media space as a place for members to connect with each other during difficult times. It is not the intent that these leaders offer individual counseling or support.

RECORD OF REVISION

Initial Version 1.2 includes Account Registration and Expansion Procedure and Guidelines for Posts in the Wake of Tragedy, May 5, 2020 Author: Monica Harrison