

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