



## Southern Association of Student Financial Aid Administrators (SASFAA) Social Media Policy

### POLICY

This policy provides guidance for SASFAA member use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

### PROCEDURES

The following principles apply to professional use of social media on behalf of SASFAA as well as personal use of social media when referencing SASFAA.

- Members should be aware of the effect their actions may have on their professional reputation, as well as SASFAA's reputation. The information that members post or publish may be public information for a long time.
- SASFAA social media posts should pertain only to association related business and financial aid related news or information.
- Attendance at SASFAA sponsored meetings and events implies permission to post a member's image while participating in activities related to said meeting or event. Attendees shall be

notified of this upon registration and if not willing shall notify the session organizer of their lack of permission.

- Members should be aware that the leadership of SASFAA may observe content and information made available by members through social media. Members should use their best judgment in posting material that is neither inappropriate nor harmful to SASFAA, SASFAA's members or their employers, or the state associations comprising SASFAA.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are not related to the mission and business of SASFAA or are defamatory, proprietary, harassing, libelous, or that can create a hostile membership environment.
- Board members and committee members are not to publish, post, or release any information that is considered confidential or not public. If there are questions about what is considered confidential, members should check with the SASFAA Communications and Outreach Committee chair.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Members should refer these inquiries to the SASFAA President or Vice President.
- While performing SASFAA business, if board members or committee chairs encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and contact the SASFAA Communications and Outreach Committee chair.

- Additionally, board members and committee chairs should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- It is highly recommended that board members and committee chairs keep SASFAA related social media accounts separate from personal accounts, if practical.
- The chair of the Communications and Outreach Committee manages all SASFAA social media accounts according to SASFAA policies and procedures and ensures that access to all accounts transfers to their successor.
  - The chair maintains a current list of all SASFAA social media accounts and credentials.
  - The chair maintains a current list of members with special/administrator access to SASFAA social media accounts and ensures removal of special/administrator access as needed.

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