

## Social media guidelines for members

ACerS social networks are vehicles to share valuable content and communicate with our audience. You need to have a strategy before venturing into the social space.

The following are important questions to answer if you are considering asking ACerS staff to set up a social network for you.

1. It starts with a goal. What is your objective?
  - Communicate with your audience?
  - Listen to conversations?
  - Educate your audience?
  - Generate leads?
  - Increase membership?
  - Provide customer service?
2. Who is the target audience?
  - Members?
  - Non-members?
  - Prospective members?
  - Colleagues?
3. What will your key messages be? What do you want to share with your audience?
4. Where is your audience hanging out online? Are they active on the specific social network you want to use? Which social network(s) is the best way to reach them?
  - Facebook
  - Twitter
  - LinkedIn
  - YouTube
  - Instagram, Snapchat, TikTok
5. Who will be managing the social network? In addition to a staff member as a point of contact, there should be one dedicated ACerS member responsible for posting content (more than one Facebook admin may be assigned as needed). Do they have the technical knowledge of using this platform? Are they skilled in communication, proper grammar, and usage, and capable of speaking on behalf

of the Society? Are they willing to commit to sharing consistent messages frequently? Are they willing to quickly respond to complaints, negative comments, and resolve customer service problems diplomatically?

6. How often will this person talk to the audience? Daily? Weekly?

Once you have communicated your objectives to one of ACerS staff contacts, we will set up the requested social network, including login information, any profile/cover images, ACerS logos and other proprietary images as needed. *Only ACerS staff members are authorized to set up social networks on behalf of the Society.*

ACerS staff members will monitor your social media activity and will be available to answer questions and provide suggestions to help you reach your objectives.

### Guidelines for communicating via ACerS social networks

The marketing department will monitor all activity on ACerS social networks, including those that are not directly managed by a staff member. ACerS staff members reserve the right to remove any posts or profiles that violate these guidelines.

1. Be honest and transparent.
2. Share helpful information of interest to the target audience.
3. Use proper spelling, grammar, and sentence structure. Always proofread your message before posting.
4. Keep content relevant to the audience. Stay away from controversial topics such as politics and other inappropriate topics. If your grandmother wouldn't approve of your post, it's probably inappropriate!
5. It's ok to have a sense of humor, but make sure the humor doesn't come at the expense of someone else.
6. If a follower/member posts a complaint or negative comment, take the conversation off the public timeline by sending a direct message. Be courteous and helpful in solving his/her issue.
7. Please do connect with your designated ACerS staff liaison for assistance as needed.