



Social Media Policy

PURPOSE

In order to enhance and encourage communication with ACA members and non-members, various social media tools can be used to share information about the Association and issues of interest and concern to Canadian Archivists. The use of social media tools are a supplement to the official ACA sites (<http://archivists.ca> and <http://members.archivists.ca> and, where appropriate, links should be made back to the official sites. Through the use of social media tools, the ACA will better be able to communicate with current and potential members.

Social media tools will be used to publicize ACA events and programs, to engage with members as well as potential members and the wider public, to connect with allied organizations, and to stimulate dialogue on topics relating to archives and heritage.

DEFINITIONS AND SCOPE OF POLICY

This policy applies to any member of the ACA (and primarily the Communications Committee) using social media tools in an official capacity as a representative of ACA, but specifically to those who are creating content for the ACA's various social media sites (see Appendix One for a list of sites and style guidelines for each site).

All members of the ACA's Board and Committees are reminded, however, that their personal use of social media tools may impact the reputation of the association. Volunteers should be transparent in their online actions, identifying themselves and their role within the organization when commenting. Anonymous posts regarding the ACA, on the ACA's sites or elsewhere, are prohibited.

Responsibility

Responsibility for the social media tools of the ACA belongs primarily to the Communications Committee, though for certain tools and accounts responsibility may be shared.

Primary: Communications Committee Social Media Representative. This may be the same person, or each social media tool may have its own representative.

Secondary: Communications Committee
ACA Board
Designates from other Committees



Accounts are maintained by the chair of the Communications Committee or designate. They will go through a communal email account (aca-com@archivists.ca). The Communications Committee, the Board, and the Office will all have access to this account as well. Furthermore, all logins and passwords for each social media outlet will be maintained in the ACA Office and in the Communications Committees members-only website area.

If desired, members of other committees or groups who would like to make use of the social media tools will be asked to send the content they would like to have posted to the Communications Committee.

In all cases, members will comply with the [Social Media Guidelines](#) and all other ACA policies including [Terms of Use](#), the [Volunteer Code of Conduct](#), and the [ACA Branding and Logo Manual](#), etc.

Each author is responsible for the information they post. Please ensure all material posted on ACA sites is accurate and respectful. As the ACA Board members are liable for all communications undertaken in the name of the association, it reserves the right to edit or remove content on the ACA's social media sites deemed inappropriate.

Guidelines for Content Creation

In general, suggested content – material posted on social media sites should relate to the Association's activities or to the Canadian archival community, members, and/or related material of interest to the Association. See Appendix One for site-specific guidelines.

Be authentic – be sure to write about what you know. Be honest and accurately reflect the positions, activities, and values of the ACA. If there is any doubt about an issue, ask the Communications Chair or a Board member for clarification.

Be honest – be open and transparent about who you are and your role within the association. Do not post anonymously or using a pseudonym. Do not say anything that is misleading or untrue and be clear about any possible conflicts of interest.

Add value – be informative and interesting by sharing knowledge and insights that will be of interest to people. You should promote the ACA's activities but be sure to do so in a way that is not overbearing. Show an interest in the opinions and activities of others.

Exercise good judgment – remember that you are representing the ACA and you should avoid writing anything that could be construed as demeaning or inflammatory. You should maintain a professional demeanor in all online interactions.



Be responsive and respectful – engage in conversation and respond to questions. Acknowledge that others may have other values, opinions, or points of view, which should be respected. If a comment is received that is critical or antagonistic to the ACA, respond to their points professionally. Correct any misinformation and refer the matter to a Board member if necessary. Criticism should be welcomed but you should not engage with people who leave angry, disrespectful, or offensive comments.

Acknowledge mistakes – if a mistake was made, quickly, honestly, and transparently address it. If you need to modify an earlier post, make it clear you have done so.

Respect copyright and fair use – always provide proper attribution to images or other material published, provide links to sources, and attribute quotations.

Respect privacy and personal information – ensure that you respect the privacy of individuals and of the association. You should not publish confidential information relating to the ACA or its members.

Follow the ACA's [Volunteer Code of Conduct](#) – be sure that your work using social media tools on behalf of the ACA conforms to the Volunteer Code of Conduct (act in the interests of the Association, not disclose differences of opinion, avoid conflicts of interest, respect confidentiality). The Code of Conduct can be found on the [ACA website](#).

Terms of Use – the ACA reserves the right to remove any content which it deems objectionable (please refer [here](#) for a list of objectionable content and prohibited uses). If you see comments or other content that you believe is inappropriate, you should delete, place in "draft" or otherwise remove the content from view.

Please consult with the Communications Committee if you have any concerns.

Guidelines for Connections

A key component of social media is the creation of connections between the ACA and its stakeholders. However, connecting to other groups or individuals through social media outlets must be governed in a fair and representative manner consistent with the overall goals and objectives of the ACA.

These guidelines apply to each social media tool (see Appendix One) that allows the ACA to connect to other groups or individuals. Connections may include such activities as “follows” through Twitter or “friending” through Facebook.



- Political organizations
 - Connections need to represent the ACA as a non-partisan association, representing all Archivists in Canada.
 - Connections are generally made to keep the ACA informed of issues and opinions relating to archives and heritage.
 - Connections are visible to the public and should represent a balance of political views, showing no favouritism, perceived or otherwise, towards any political party.
- Vendors
 - Connections with vendors of archival products are allowed.
 - Connections should represent a balance of vendors in a given product line.
 - Advertising or reposting vendor posts is not allowed, either through activities such as “retweets” through Twitter or “Likes” on Facebook.
- Other individuals or organizations
 - Connections with other individuals and organizations expressing interests or views relating to archives and heritage are encouraged.
 - Connections with individuals or organizations that are unrelated to archives and heritage should be selective.

The Communications Committee will examine and evaluate connections annually to determine whether certain connections should be added or removed to better reflect a broader range of views.



Annex 1: ACA Social Media Sites

Each social media tool has its own strengths and weaknesses, and as such must be treated slightly differently. An outline of how the Association's current tools should be used follows.

Twitter

Audience: Our Twitter audience is made up ACA Members and non-Members, Canadian Archivists, International Archivists, genealogists, students, historians and general interest accounts. Currently we are principally using our Twitter to direct users' attention to ACA events and activities, as well as to help promote and connect with our members, and share general interest materials with our colleagues around the world.

Responsibility: Primarily lies with the designate from the Communications Committee, with occasional help from other accounts.

Frequency: Posts should occur at least once a day. Many social media management systems or apps (like Hootsuite or Tweetdeck) allow users to schedule tweets, which makes it easy to plan tweets for the day in advance. There will be a higher frequency of tweets when timely relevant material arises.

Tone: The tone of the tweets is to be conversational, approachable and informal, but still representative of the Association. Be honest, responsive and expressive.

Structure: Twitter allows users 140 characters for a tweet, which is restrictive. However, appropriate sentence case, proper grammar and full words should be used whenever possible. If space becomes an issue, use accepted abbreviations and shorthand, but avoid 'text speak.' Links should be shortened when including them in tweets.

Facebook:

Audience: The audience for the Facebook page includes primarily ACA members and people with an interest in the Canadian Archival community. The page is used primarily to publicize ACA events and activities, and to share items of interest and concern to the community as a whole.

Responsibility: Primary responsibility rests with designate from the Communications Committee. Secondary responsibility is shared by the Administrators for the page (approximately seven-ten admins for the page), who have equal ability to post and share as ACA.

Frequency: Posts on the Association's page should occur several times a week, and more frequently as content and activity allows. Facebook allows for scheduling posts, which enables multiple posts to be planned and scheduled at once. Administrators should check what is



scheduled to be posted (to avoid repetition) by looking at the Activity Log, under the Edit Page drop down menu.

Tone: The tone of the timeline posts is to be conversational, approachable and informal, but still representative of the Association. Be honest, responsive and expressive.

Structure: The majority of posts should be short, like headlines or lead-ins linking to content held elsewhere. When linking to a website in a post, remove the web address from the text box before posting for a cleaner look. When ‘liking’ one of our own posts on the page as an Administrator, make sure you are acting as yourself and not the ACA – we posted it, we know it’s good. You can switch back and forth between your own profile and the ACA’s at the top of our page.

Flickr:

Audience: Our Flickr page is used primarily as an image repository for use on our other higher-traffic sites, primarily Facebook and Twitter. As we continue to add content, it may generate an audience of its own.

Responsibility: Primarily lies with the designate from the Communications Committee, with other individuals contributing content when it is available.

Frequency: New images will be posted as they become available.

Structure: Albums and sets are created based on event, should be labeled and tagged appropriately, and contain all necessary metadata.

YouTube:

Audience: As with our Flickr page, our YouTube account is used primarily as a repository for items linked to by our other higher-traffic sites, primarily Facebook and Twitter. As we build content, this audience will likely grow as well.

Responsibility: Primarily lies with the designate from the Communications Committee, with other individuals contributing content when it is available.

Frequency: New videos will be posted as they become available.

Structure: Uploaded videos should include all relevant metadata. Further structure will be defined as more content becomes available.