



American Accounting Association Social Media Guidelines

We recognize that many of our employees and members use social media tools as another way to connect with members and share information about the American Accounting Association (AAA). Whether or not you are acting on behalf of the AAA or using personal social media accounts or blogs to talk about our services or our business (e.g., journals, meetings, events, and initiatives), please be mindful of the impact on the AAA's reputation. Your actions and statements have the ability not only to affect yourself, but also others at the AAA and the Association as a whole. Please bear in mind that posts on social media may be replicated quickly, be taken out of context, and will remain public for an indeterminate amount of time.

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees and members are expected to adhere to every day, whether you're Tweeting, blogging, or talking with members face-to-face.

What You Should Do:

Disclose your Affiliation: If you externally communicate work related matters that are within your area of job responsibility, please disclose your affiliation with the AAA.

State That It's YOUR Opinion: Unless authorized to speak on behalf of the AAA, please state that the views expressed are your own. You may be legally responsible for the content you post, so respect brands, trademarks, and copyrights.

Honor Our Differences: The AAA will not tolerate discrimination (including, but not limited to age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations, or ordinances).

Be thoughtful and discerning when engaging on social networking services. Write for your audiences but know your posts can reach anyone and may be misinterpreted or may show up outside of their original context. Messages should be tailored for each channel; not all messages belong on all channels. Moderate comments judiciously.

What You Should Not Do:

Disclose non-public financial or operational information: This includes strategies, forecasts and most anything with a dollar-figure attached to it unless it is already public.

Share Personal Information: Please do not share personal information about our members including, but not limited to email addresses, home addresses, phone numbers, etc. Do not share photos of members without their permission.

Disclose Legal Information: Please do not share anything to do with a legal issue, legal case, or attorneys without first checking with legal counsel.



Share content not belonging to you: Use of third-party copyrighted or trademarked material or use of a person's likeness without permission in digital content may be illegal and may expose the AAA to significant financial liability and reputational risk. This includes illegal music sharing, copyrighted publications, and all logos or other images including photographs.

Reveal Confidential Information: Do not publish, post, or release information that is considered confidential.

Share Political Opinions or Activities: When engaging on social media on the AAA's behalf, please do not express political opinions or engage in political activities. Your political opinions can only be expressed in your individual capacity on your own social media accounts and, even then, avoid the appearance that you are speaking or acting for the Association in political matters.



Segment Guidelines for Creating LinkedIn Groups

We recognize that LinkedIn groups are one of the most popular types of communities on social media allowing you to reach like-minded people. Currently, LinkedIn groups can only be created from personal LinkedIn accounts (company pages can't create or form groups), meaning that the AAA cannot create and manage a group page for a Segment.

If a Segment wishes to create a LinkedIn group, we recommend the following guidelines:

- As the groups are created from personal accounts, it is a good idea to **have several designated Owners and Managers** that can have access to the group's settings, especially to maintain continuity of the group in the event that the original creator of the group departs the group for any reason.
 - **Divide roles and responsibilities** – Having more group admins is helpful as different owners and managers can take up responsibilities in the absence of other admins.
- Groups should **set clear guidelines for the group** that includes the purpose and rules. Define the objective and culture of your group by outlining a purpose, setting clear guidelines about the rules of engagement, including how repeated violations will be handled. An internet search can provide examples of common group rules.
- Choose whether **the group should be public or private**. "Listed" (aka "Standard") groups appear in search results, and membership in the group is visible on members' profiles. "Unlisted" groups don't appear in search results and aren't visible on members' profiles. An unlisted group can be accessed through a direct link or invitation from the group admin.
- In permissions, it is **recommended that posts be reviewed by group admins** (owners or managers) before being visible to the entire group. Admins should also remove posts that are spam in nature, inappropriate, offensive/harassing, or that disclose confidential or personal information.
- **Determine the qualification criteria for membership** and identify a small group of members who can help you jumpstart the group. To ensure quality growth, diligently review member profiles prior to approval.
- **Ask your members what they're interested in talking about** and share what kinds of contributions you'd like them to make. Create a content schedule to get the conversations going, at least for the first few weeks. Create a regular schedule to review and reply to member requests and new conversations.