



## Policy Document

<b>Policy Name:</b>	<b>Social Media Use Policy</b>				
<b>Approval Authority:</b>	ARMA Arizona Chapter Board of Directors	<b>Adopted:</b>	8/18/2017	<b>Reviewed:</b>	
<b>Responsible Personnel:</b>	ARMA Arizona Director of Communications; ARMA Arizona Chapter Board of Directors	<b>Revised:</b>			

### A. **Policy Statement**

The Arizona chapter of ARMA International, in order to broaden outreach, networking, and member engagement efforts, wishes to augment traditional communication methods by the use of social media.

The use of social media presents opportunity and risk to ARMA international as a whole, as well as to local ARMA chapters and affiliates, of which ARMA Arizona is one. In general, the ARMA Arizona Chapter supports the use of social media to further both it and its parent organization’s missions and goals.

ARMA Arizona Chapter endorses the secure use of social media technology to enhance its mission of educating its members and collaborating with local organizations and individuals, under the guidance of ARMA International, to effectively protect and manage their information assets. However, use of this tool should not expose data to unwanted consequences or provide a platform for inappropriate content. This document is meant to establish a social media use policy intended to lessen the risks that can arise from use of this technology.

Chapter use of social media technology should conform to the information contained in this document.

### B. **Definitions**

#### **B1. Social Media**

The government of the United States defines social media in this way: [“the various activities that integrate technology, social interaction, and content creation.”](#) (“2106.1 CIO GSA Social Media Policy”)

Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. Social media encompasses many technologies and sites. Some of the more notable categories include:

- Social networking sites (e.g. Facebook)
- Wikis
- Podcasts
- Photo and video–sharing applications (e.g. Instagram)
- Social bookmarking sites (e.g. Pinterest)

- Blogs
- Really Simple Syndication (RSS)

The above list is not exhaustive and used for illustrative purposes only. Not all forms of social media may be appropriate for use by the ARMA Arizona Chapter. The ARMA Arizona Chapter Board of Directors has the final authority to decide upon the suitability of a given format.

**B2. Official Email Account**

An email account provided by the ARMA website system or approved mail account/address that is used for communicating official ARMA and chapter business.

**B3. Approved ARMA Arizona Chapter Social Networking Site**

Approved ARMA Arizona Chapter social networking site refers to social networks that the ARMA Arizona Chapter Board of Directors have assessed and approved for chapter use.

**B4. Post**

Authorized user-submitted content in the form of videos, text, graphics, photographs, hyperlinks, documents, etc.

**B5. Comment**

A user-submitted response to an authorized post.

**C. Responsible Parties for Policy**

**C1. Board Approval**

Social Media Use was approved by the ARMA Arizona Board of Directors on 8/18/2017.

**C2. Director of Communications**

The ARMA Arizona Director of Communications is responsible for facilitating this policy in compliance with established Board rules and protocols. This includes responsibility to audit chapter use of social media and enforce policy compliance.

**C3. Board of Directors**

Each member of the ARMA Arizona Board of Directors has the authority to use social media on behalf the Chapter and the responsibility to ensure the appropriateness of content.

**D. Procedures**

**D1. Chapter Social Media Technology Use**

The Chapter must comply with all applicable laws, regulations and policies. This can include but is not limited to:

- Established laws regarding copyright
- Records retention (AZ Archives and Records Management Center, ARMA International)
- First Amendment
- Americans with Disabilities Act (ADA)
- Privacy laws
- Employment-related laws

**D2. Chapter Requirements for Using Social Media**

All ARMA Arizona Chapter members, in using Chapter-related social media, should abide by the following terms:

Chapter members posting on behalf of ARMA Arizona are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication. All members who post on ARMA Arizona social media sites must not impersonate anyone. Personal opinions should generally be kept from Chapter sites, and if made they should be clearly identified as the Chapter Member's alone and not ARMA, the chapter or any other official outlet.

### **D3. Authorized Use of ARMA Arizona Chapter Sites**

The Director of Communications, with input as needed from the ARMA Arizona Board of Directors, are collectively responsible for maintaining appropriate levels of use.

Social media network posting should be done with the purposes as outlined above. Engaging members with relevant information and opportunities pertaining to RIM topics and events should generally be the topics addressed. Only ARMA Arizona Chapter Board Members or their designees will be considered authorized users and have posting and responding permission. Chapter board members should review the chapter's social media policies and procedures and will indicate their approval on a regular basis.

### **D4. User Standards**

The same standards, principles and guidelines that apply to ARMA Arizona Board members as outlined in the chapter bylaws apply to employee social media technology use. Authorized users' activity will fall within the scope agreed upon by the ARMA Arizona Chapter Board and in compliance with all ARMA International policies, practices and user agreements and guidelines.

Authorized social media users participating in social networking discussions related to ARMA or ARMA Arizona Chapter business matters should indicate that viewpoints are personal and do not necessarily reflect the opinion of ARMA International or any of its affiliate entities.

### **D5. Approved ARMA Arizona Networks and Sites**

Authorized ARMA Chapter members should only use approved social media networks for hosting official Chapter social media sites. The list of approved networks should be kept as a separate document and is subject to review and modification by the Board at any time. Any Board or ARMA Arizona member may request review and approval of additional social media networks.

### **D6. Characteristics of Official ARMA Arizona Social Media Sites**

ARMA Arizona social media sites should be created and maintained with identifiable elements of an ARMA Arizona official site that distinguish them from non-professional or personal uses. To that end, Chapter social media network accounts should be created using an official email account, either via ARMA or the individual's place of employment. Contact information should display an official email address and ARMA Board title, include verbiage indicating that the page is official, and provide a link to the chapter website. Verbiage identifying the page as belonging to the ARMA Arizona Chapter, as well as the official ARMA Arizona Chapter logo, should be displayed. Passwords for social media sites are kept by the Chapter Board of Directors and should not be shared with outside individuals or entities. Each Board member is responsible for keeping passwords and access codes secure.

### **D7. Content Guidance for ARMA Arizona Sites**

The ARMA Arizona Board in general and the Director of Communications in particular are responsible for establishing and maintaining content posted to Chapter social media sites. The Director of Communications should review site activity periodically for exploitation or misuse. There can be no expectation of privacy for any member using approved ARMA social networking accounts. The following forms of content posted by external and authorized users may be subject to removal if they contain:

- Profane language
- Discriminatory content
- Material of sexually harassing nature
- Promotion or endorsement of a political nature
- Promotion or endorsement of a business nature if not sanctioned and approved by ARMA's Board of Directors
- Conduct of an illegal nature or content that encourages illegal activity
- Technically destructive content (e.g. malware, spyware/adware)
- Information that may compromise personal or organizational safety
- Defamatory content
- Content that violates a legal ownership interest (e.g. copyright infringement)

- Making false or malicious statements concerning any member of ARMA Arizona Chapter, its Board, or ARMA International and its affiliated entities
- Material of a violent or threatening nature
- Disclosure of confidential, sensitive or proprietary information belonging to ARMA Arizona Chapter members or other affiliated entities

Unacceptable content and repeat individual violators should be removed. See “D8: Records Management” section concerning content management and deletion that may fall under one of these categories.

#### **D8: Records Management**

Department use of social media should be documented and maintained in an easily accessible format that tracks account information.

The Director of Communication, and in the Director’s absence the ARMA Arizona Chapter Board, is responsible for the creation, administration and deactivation of all official social media accounts.

All content should generally be accessible to an ARMA Arizona member or other interested person requesting documents from the social media site.

Content that is inappropriate or technically destructive per the previous sections should be documented (generally by screenshot/printout), saved pursuant to ARMA International policies and procedures regarding record retention, and removed from public view. Individuals (e.g. fans, friends, or followers) who continue to post inappropriate content should be removed or prevented from further postings.