



## **Social Media Policy**

### **Official SFPE Accounts on Social Media Sites**

Only SFPE Headquarters has the authority to create SFPE accounts on public social media sites and to use the SFPE logo as part of those social media profiles. The SFPE chapters must use their chapter's logo in any social media profiles and must clearly designate that those accounts represent the chapter, not the SFPE Headquarters. The SFPE social media accounts must be administered and moderated by either a member of the SFPE HQ staff, or by a contractor or volunteer approved and trained by the SFPE HQ staff. The SFPE staff or volunteers charged with moderating the SFPE social media accounts are responsible for ensuring that questions or comments posted on those channels are addressed within an appropriate amount of time, and that posts comply with the guidelines for the SFPE accounts on public social media channels.

### **Administration and Management**

Depending on the platform, posts may be automatically moderated by the social networking platform, over which the SFPE has no control. On sites over which the SFPE staff have control, social media site administrators have the authority to enforce the SFPE guidelines for use of that particular channel. While the SFPE is not responsible for comments posted on the SFPE-operated accounts on public social media platforms, nor can it be held liable for such, the SFPE has the right to moderate posts that are not in compliance with the SFPE guidelines for that particular social media channel or are otherwise deemed unsuitable per the discretion of the SFPE administrator.

### **Guidelines for the SFPE Accounts on Public Social Media Channels**

The SFPE HQ staff is responsible for developing and posting guidelines for participation on any public social media platform on which the SFPE has an official presence, as necessary. At present, those platforms/accounts include: Facebook (Page), LinkedIn (the SFPE group and AYE group), Twitter, and YouTube. SFPE reserves the right to moderate comments or discussions posted on any SFPE social media channel that violate the terms of use of either the social media platform or the SFPE guidelines for use of that particular platform.

Public social media platforms are not owned or operated by the SFPE and, as such, the SFPE has no control over periodic changes to those platforms or the features included in a particular SFPE property hosted on that platform. The SFPE staff will make an effort to stay up to date with changes to the various social media platforms and to update participants of the SFPE properties on those platforms, but cannot be held responsible for changes in functionality or content housed on a public social media site. Examples include LinkedIn groups, Facebook pages, etc.

For any social media platform on which the SFPE has an official presence, the following guidelines will be adapted to the particular platform and posted in the About or other section. These guidelines may change over time and will be reviewed on an annual or more frequent basis by the SFPE staff to ensure they are in line with the latest functionality of the particular social media platform and/or the SFPE policies.

- The SFPE (platform name/description of account—e.g. Facebook Page, LinkedIn Group, etc.) is a place for the SFPE members and the public to share information about the fire protection engineering and fire safety engineering and allied fields. The SFPE staff maintain and monitor the [platform name/description of account], but the nature of the discussion here is a reflection of all the people who take the time to be a part of this online community. The following guidelines are meant to provide a framework for respectful participation. In addition to [name of platform]’s terms of use [link to terms], participants are also asked to follow these additional guidelines. These guidelines are subject to change, according to evolving standards and interaction.
- Any comments and messages that attack, ridicule, denounce, impugn a person's character, or impute immoral or dishonorable attributes to community members on the basis of race or ethnicity, gender, age, religion, national origin, disability, sexual orientation or any other characteristic will be deleted. Repeat offenders may be blocked from posting/participating.
- Any comments and messages not relevant to topics covered by the SFPE may be deleted.
- Duplicate comments and repeated postings on the same topic cause confusion and clutter. When discovered, they will be deleted by the SFPE staff.
- The SFPE staff does monitor this platform, but not necessarily on a daily basis. Questions or comments requiring a response from the SFPE should be submitted via the [SFPE website](#) or by contacting the SFPE HQ directly.
- It is SFPE's policy to house all job postings in our career center (<http://jobs.sfpe.org>). Jobs posted on this platform will be deleted.