

Social Media Policy for PASFAA Members

PASFAA's Technology Committee will be responsible for the maintenance of Social Media accounts for the organization. A specific member of the committee will be chosen by the committee's chair as the administrator of the various sites where PASFAA currently has an active account.

The following are guidelines for PASFAA members who participate in social media. Social media includes personal blogs and other websites, including Facebook, LinkedIn, Twitter, YouTube or others. These guidelines apply whether employees and students are posting to their own sites or commenting on other sites:

1. Follow all applicable PASFAA policies and procedures. For example, you must not share confidential or proprietary information about PASFAA and you must maintain applicable privacy laws.
2. Write in the first person. Where your connection to PASFAA is apparent, make it clear that you are speaking for yourself and not necessarily on behalf of PASFAA. In those circumstances, you should include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer or PASFAA." Consider adding this language in an "About me" section of your blog or social media profile.
3. If you identify your affiliation to PASFAA, your social media activities should be consistent with PASFAA's high standards of professional conduct.
4. If you communicate in the public internet about PASFAA or PASFAA-related matters, you must disclose your connection with PASFAA and your role within the organization.
5. Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on PASFAA, and may result in liability for you or PASFAA. Be respectful and professional to fellow employees, business partners, and students.
 - a) Pictures containing alcohol shall not be posted on PASFAA's social media accounts.
 - b) PASFAA reserves the right to remove any post that is deemed offensive or inappropriate.
6. Ensure that your social media activity does not interfere with your work commitments.
7. PASFAA strongly discourages "friending" of students on social media websites. Members generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the student relationship.
8. PASFAA does not endorse people, products, services and organizations. Official PASFAA accounts shall not be used to provide such endorsements. For personal social media accounts where your connection to PASFAA is apparent, you should be careful to avoid implying that an endorsement of a person or product is on behalf of PASFAA, rather than a personal endorsement. As an example, LinkedIn users may endorse individuals or companies, but shall not use PASFAA's name in connection with the endorsement, state or imply that the endorsement is on behalf of PASFAA, or state specifically that the endorsement is based on work done by PASFAA.