



Social Media Guide

CLASSIFICATION

This document is classified as an IAAC Guidance Document.

AUTHORIZATION

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AVAILABILITY

Copies of this document in English and Spanish are available from the IAAC Secretariat and the IAAC website.

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Social Media Guide

1. Objective

This document is developed to establish guidelines that the IAAC Secretariat and members of the Inter American Accreditation Cooperation should follow for all online communications in reference to IAAC. It also applies to IAAC's social media accounts.

2. References

PR 023 – The Use of the IAAC Logo and Authorization to speak on behalf of IAAC

AD 013 – IAAC Graphic Identity Manual

3. Guidance

3.1 Responsibility

3.1.1 Any material presented online in reference to IAAC, by any Member, is the responsibility of the poster, whether they are using company- or personal-owned social media accounts. We encourage all communication to be made with full, transparent, and accurate identification, if for no other reason than to establish honesty and credibility.

3.1.2 Along with clear identification, members should state that any opinion related to IAAC, IAAC's practices, the international recognition is their own and not a form of official communication from IAAC, unless this has been authorized as directed in PR 023 – The Use of the IAAC Logo and Authorization to speak on behalf of IAAC. Communication on social media in reference to IAAC should not include any corporate logos or trademarks unless it is official and sanctioned by the IAAC Chair and/or the Executive Committee.

3.2 Requirements for IAAC Employees and Members Using IAAC-Owned Social Media Accounts

3.2.1 IAAC social media accounts are to be utilized for the purpose of IAAC business only. Non-business matters must not be discussed or commented upon and only people/companies to whom IAAC operations are related should be associated with or followed.

3.2.2 Employees and Members are encouraged to use the following guidelines in social media interactions:

- Be relevant to your area of expertise.
- Do not be anonymous.
- Maintain professionalism, honesty, and respect for other participants at all times.



- Apply a “good judgment” test for every social media activity related to IAAC: Could you be guilty of leaking information, trade secrets, member data, or upcoming announcements? Is it negative commentary regarding IAAC? Avoid either category at all costs.
- Activity showing good judgment would include statements of fact about IAAC, the IAAC MLA, ILAC and IAF arrangements, facts about already-public information, or information previously published on the IAAC website.
- Members and employees should avoid responding to inflammatory and/or inaccurate comments posted on public forums concerning IAAC. Responding to such comments may lead to a heated exchange that can never be won. Particularly offensive and/or threatening comments should be referred to the Executive Committee.
- Any social media communication made by members and employees is required to follow standards of ethical behavior regarding the fair use of copyrighted material, including but not limited to proper attribution for previously published content.

3.3 Media Contacts

3.3.1 Members and employees should not speak to the media on the behalf of IAAC, either officially or unofficially, on the record or off, without informing the IAAC Chair and the Promotions Sub-Committee Chair.

3.3.2 All media inquiries will be handled by the IAAC Chair with support of the PSC Chair and the IAAC Secretariat.

3.4 Reporting

3.4.1 If any member or employee becomes aware of social media activity that would be deemed distasteful or fail the good judgment test, it should be reported to the IAAC Secretariat and/or the PSC Chair.