



VIRGINIA  
ASSOCIATION  
of MUSEUMS

## Virginia Association of Museums Social Media Policy

The Communication Director is the member of staff responsible for social media posts and presence related directly to the organization. Other staff and volunteers may engage in social media on behalf of the organization, but the Communications Director should be consulted at all times. She, and the Executive Director, her supervisor, hold accountability for the organization's overall social media presence.

The following guidelines govern social media activity while representing the Virginia Association of Museums (This applies to employees, council, volunteers, committee members, and others who may represent the association):

- 1) When posting publicly on behalf of the Virginia Association of Museums, please express only stated views of the association. Unless our council has chosen to take a position on an issue officially, do not make any statements that take such a position when representing the organization on social media.
- 2) Before posting any information for the Virginia Association of Museums, confirm its validity. Never post gossip or unsubstantiated information.
- 3) Respect any and all confidential information relating to the Virginia Association of Museums or its members. This includes financial information, legal matters, internal processes, personal data, or unreleased information.
- 4) Respect any appropriate copyright and trademark laws, and have permission before posting any images of individuals. You should also adhere to any terms and conditions of third party sites.
- 5) You may choose to use social sites such as Facebook strictly as a personal network. If you do not wish to friend coworkers or clients, you are not required to do so. If, however, you have friended members or coworkers, please use the following guideline when posting individually, on personal time:
  - You are allowed to associate yourself with VAM on your social media profile, but you must clearly brand any personal online posts as personal (this can be done by creating a separate account for posts made as an individual, maintaining profile pictures that do not represent the organization, and not mentioning the

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organization in posts themselves). The organization will not be held liable for any repercussions the employees' personal content may generate.

If this policy is violated by a member of staff, disciplinary action may be taken, up to and including dismissal. If a volunteer violates this policy, they may be asked to cease activity on the behalf of the organization.