

NAID Social Media Guidelines

The National Association for Information Destruction (NAID[®]) developed social media guidelines to offer direction about the association's expectations of employee and member conduct in online social networking communities. NAID employees and members who are creating or contributing to blogs, wikis, social networks, virtual worlds or any other kind of social media should review the following guidelines. When participating in social networking communities, individuals should act responsibly, respectfully and professionally. The same guidelines that apply to professional settings should also apply to social networking activities online. As social networking evolves so will these guidelines. Therefore, NAID encourages employees and members to participate at their discretion and review these guidelines regularly.

Employees

Employees are responsible for the comments they make online. Though employees may not be speaking on behalf of the company, they are still representatives of NAID. Do not post materials that may reflect negatively on NAID or its employees and members. Any conduct that would be in violation of association rules may be grounds for discipline or dismissal.

Employee Identification: If employees talk online about the company or its services, it should be made clear they are NAID employees and that they are not speaking on behalf of NAID. Only designated employees (and some members) are authorized to speak on behalf of NAID.

Keep it Confidential: Keep confidential information confidential. Association-related Internet communication should only discuss publicly-known information. Employees need to be careful when posting content that involves details of coworkers' personal lives. It is safer to assume that everything posted online will stay there forever, for anyone to see.

Company Trademarks and Logos: NAID's logos, trademarks, and copyrighted materials may not be used in any manner without the expressed written consent of NAID.

The Rules: Employees are not to engage in illegal or unlawful activities. Posting comments, pictures, videos or other information about participation in illegal activities is against the rules. Also, employees need to make sure their online activities do not interfere with their jobs or commitments to members.

Relationships: NAID recognizes social media's role in business environments and encourages employees to use those tools to build professional contacts. However, employees must be careful of friending or following other NAID employees and members on their personal social media pages. It is at the employee's discretion whether to do so. NAID employees and members are responsible for their behaviors and any violation of privacy, association rules, or these social media guidelines can result in discipline or dismissal.

Members and Other Participants

Individual Responsibility: Individuals are responsible for their actions and content published on any social networking platform. They must comply with all applicable laws, including but not

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limited to intellectual property, fair use, copyright laws, and the terms of use and policies of the site(s) visited. Individuals should not post, share, publish or otherwise disclose confidential or proprietary NAID information. Individuals should consider their privacy carefully before publishing content because it may not be deleted or removed once posted. (Note: While NAID encourages discussion on a broad range of topics, participants are asked to refrain from talking about specific pricing that would limit competition or coordinate a price for service.)

Awareness: The information available on social networking sites may include opinions and content by individuals who are not associated with NAID. The association cannot control this information, which may not represent NAID's views. Keep in mind that perception is reality. In online social networks, the lines between public and private or personal and professional are blurred. Individuals should make sure all content associated with them is consistent with their work and NAID's professional standards.

Engagement: Social networking is a new model for interaction that builds stronger, more successful business relationships. As such, individuals are encouraged to post meaningful, respectful comments that do not include spam and off-topic or offensive remarks. When a response is appropriate, individuals should pause, think and reply to comments in a timely manner. Individuals should write about things people will value and that are thought provoking, and helpful. To broaden the conversation or increase the likelihood of syndication, individuals should write like they would talk and cite other bloggers or publishers related to their topics. Remember, social networking is a conversation.

Internet Usage: All participants must abide by state and federal laws for Internet conduct, including but not limited to refraining from using any methods available to social media to intentionally access another computer without authorization; knowingly cause the transmission of a program, code, or command; and spam or spamdex.

Moderation

NAID does not endorse or take responsibility for content posted by third parties. While NAID encourages participation, there are some guidelines to follow. Positive or negative content in the context of a conversation is appropriate. However, content should not be ugly, offensive, denigrating or out of context. Individuals should be respectful when commenting on others' content. NAID reserves the right to delete profane, harassing, and spam comments and block repeat offenders. Failure to abide by these guidelines could put a user's participation at risk.

Advertisements and Endorsements

While on various social networking sites, individuals may notice advertisements for other products or companies. Some of the advertisements may include questionable or spam content. NAID does not endorse any products or companies in the advertisements. Individuals are encouraged to monitor their privacy and page settings regularly. Individuals should block and report inappropriate content to the site's webmaster or NAID.