

<b>Policy:</b>	COM001 Social Media Policy
<b>Date:</b>	September 29, 2023
<b>Status:</b>	Draft

## **INTRODUCTION:**

PMI Pikes Peak Regional, Colorado (PPRC) Chapter encourages the use of social media to further the Chapter's goals and objectives and has an interest in protecting the professional reputations of its members and the reputation of the organization. Increasingly these conversations are happening on social media platforms such as LinkedIn, Facebook, and Twitter. The PMI PPRC Board, Director of Social Media, and the communication team volunteers have been authorized to use social media tools to communicate with members and to reach a broader audience to help further the Chapter's reputation and advancing the practice, science, and profession of project management. In support, we have crafted the following policy to help clarify how best to enhance opportunities and protect the reputations of our Chapter members whenever contributing to online social media computing platforms where they have a potential impact on the reputation of our members or on the PMI PPRC Chapter.

We expect all who participate in social media on behalf of the PMI PPRC Chapter and who participates in online commentary to understand and follow these guidelines.

## **POLICY STATEMENT:**

With regards to social media accounts, any and all accounts used for conducting business and/or facilitating in the PMI PPRC Social Media effort, may be considered PMI PPRC Chapter property. (e.g. PMI PPRC Chapter branded accounts). All usernames, email addresses, passwords, and other relevant accounts will be sealed and maintained by the PMI PPRC VP of Communications.

Establishing a PMI PPRC Chapter account or becoming an official Chapter representative that shares information about the Chapter and the professional area we represent, requires approval from the Chapter. Only accounts approved by the Chapter may display the PMI PPRC Chapter logo.

All PMI PPRC Chapter social networking moderators shall be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy. Annually, our policies will be reviewed and revised.

The Chapter reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law:

- Comments not topically related to the particular site article being commented upon.
- Profane language or content.

- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Sexual content or links to sexual content.
- Solicitations of commerce.
- Conduct or encouragement of illegal activity.
- Information that may tend to compromise the safety or security of the public or public systems; or
- Content that violates the legal ownership interest of any other party.

## MEMBER CONDUCT

- Be mindful of your association with the Chapter. Your behavior online should be consistent with the [PMI Code of Ethics and Professional Conduct](#).
- Members are liable for anything they post online.
- Identify yourself by using the first person singular. You are speaking as an individual not on behalf of the Chapter.
- If you have an individual site that refers to or has an influence on the Chapter, use a disclaimer such as “The views expressed on this site are my own and not those of the PMI Pikes Peak Regional, Colorado (PPRC) Chapter”.
- Do not cite vendors, suppliers, fellow members, directors, or any other Chapter stakeholders without their approval.
- Use of PMI PPRC Chapter social media for personal gain or for solicitation of members is strictly prohibited.
- If you are not giving an official PMI PPRC Chapter response, do not respond as the PMI PPRC Chapter.
- Be sure to credit your sources when posting a link or information gathered from another source. Ensure you are not infringing on copyright rules.
- Add value to the Chapter through your interaction. Provide worthwhile information and perspective.
- Stick to your area of expertise and provide unique, individual perspectives on what's going on at PMI and in the world.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting; Google has a long memory. What you publish is widely accessible and will be around for a long time so consider the content carefully.
- Respond to comments in a timely manner.
- If you realize that you've made a mistake, try to correct it promptly.
- Respect proprietary information and content, and confidentiality.
- You must have filled out a [PMI Chapter Conflict of Interest Questionnaire](#) and returned it to the PPRC president at [president@pmipprc.org](mailto:president@pmipprc.org) before being allowed to post anything on behalf of PPRC.

## **FINAL THOUGHTS**

Use of social computing platforms in accordance with this policy can be a very effective and powerful communication tool. As always, use your best judgment. Remember that there are always consequences to what you publish. If you are unsure whether certain content is appropriate to share online, then don't post it. It's better to be safe than sorry. Review the suggestions above. If you're still unsure, and it is related to Chapter business, feel free to discuss it with a member of the Board. Ultimately, however, you have sole responsibility for what you publish in any form of online social media. Finally, enjoy the new connections and have fun.

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