



Social Media Guidelines for ARMA International Brand Ambassadors

- Consider social media communications as public at all times – even if created with private intentions. If you are going to use social media in any form, know that your communication may be read by anyone at any time.
- You represent ARMA International, the industry, the board of directors, your chapter, and your partners. Keep this in the back of your mind and remember to act accordingly. It can be easy to respond quickly on social media. Before firing off a comment or response, consider your tone, what you're hoping to accomplish, and how you can best represent your personal expertise and the Association.
- Promote ARMA International in a positive light and with a general feeling of pride and professionalism. You are the best ambassador for our Association because of your experience, leadership, and industry knowledge.
- You have a unique access to information. The same ethical restrictions that apply to any form of public speech also apply to social media. It is inappropriate to communicate specifics about the business of running the Association, the chapter, or any proprietary information you have access to.
- Do not engage in argumentative threads. We do, however, encourage you to correct any misconceptions, to shed positive light on the Association, and to share your expertise appropriately.
- Communications among the board, regional and chapter leadership, and ARMA staff should be done privately and not through social media. Be mindful that e-mail and other forms of direct communication can also be made public.
- Be very sparing in the sharing of your personal information, including photos. Adjust security settings accordingly. Report fake profiles or posts to the appropriate authorities in a timely fashion.
- Should you have negative feelings or feedback about ARMA International, please contact ARMA HQ. We work for you and will work with you to fix your problem privately.

Do's and Don'ts of Representing ARMA International in a Social Media World:

DO: Promote yourself as a proud ARMA member (and BoD, region/chapter leadership) where appropriate.

DON'T: Reach out to HQ through social media. All communications should be handled privately.

DO: Speak on behalf of your own expertise and personal experience.

DON'T: Speak on behalf of the Association unless you have been approved to do so as an official spokesperson.



Social Media Guidelines for ARMA International Brand Ambassadors

DO: Talk about how the ARMA membership experience (networking, conferences, education, publications) has helped to shape you into the professional you are today.

DON'T: Pick fights or take part in them.

DO: Correct your own mistakes promptly. (When altering your previous posts, indicate that you have done so.)

DO: Help promote the association on social media through engagement: RT, share, like, and comment as appropriate and ARMA HQ will do the same for you!

If you ever have questions on social media engagement, contact the director of marketing and public relations at Tom.Schad@armaintl.org.