

## **Social Media Policy [External]**

### **Terms and Conditions**

The Museum Association of New York is committed to maintaining an accessible, informative, and civil space for museum professionals and the NYS museums that we represent. Therefore, we ask those who engage with our social media content to abide by the following guidelines.

### **The following will NOT be tolerated:**

- Threats of bodily, physical, or emotional harm
- Excessively foul language (this will be determined at the discretion of the moderator)
- Pornographic images or statements
- Hate language, including based on race, ethnicity, nationality, gender, sexuality, religion, age, education, or physicality
- Illegal activities
- Anything that compromises the safety of the individuals

These posts will be removed as soon as the moderator [Marketing & Communications Associate] becomes aware of them. To alert the moderator to a post, please send a direct messenger or contact [info@nysmuseums.org](mailto:info@nysmuseums.org).

### **In order to create an informative, engaging, and welcoming digital presence, we expect members of our digital community to uphold the following standards:**

- Make all comments and posts related to the topics at hand.
- “Listen” and read with an open mind.
- Engage in historical debate respectfully. You can question facts and ideas without questioning the person who posted them.
- Mirror our dedication to factual accuracy and evidence-based posts, with the understanding that there is continuing historical debate on many topics.

Failure to follow these standards may lead to your comments being hidden, deleted, or reported. Moderators may also issue a warning, or, in extreme cases, block your account. To alert a moderator to comment, please send a direct message or contact [info@nysmuseums.org](mailto:info@nysmuseums.org).

**The Museum Association social media moderator may remove any comment or post on our social media pages at any time for any reason at the discretion of the organization.**

## Social Media Policy [Internal]

### Introduction

At the Museum Association of New York, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers. However, the use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for the appropriate use of social media.

### Scope

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including your own or someone else's website or blog, journal or diary, personal website, social networking or affinity website, web bulletin board, or a chat room, whether or not associated with the Museum Association of New York, as well as any other form of electronic communication.

### Guidelines & Procedures

As an employee and representative of the Museum Association of New York, you are expected to demonstrate best practices and appropriate etiquette on social media. Employees should adhere to the Museum Association of New York's Code of Conduct, Personnel Policy, and other policies when using social media in reference to the Museum Association of New York. The following guidelines and procedures apply to professional use of social media on behalf of the Museum Association of New York as well as personal use of social media when referencing the Museum Association of New York.

- **Be respectful to all. Avoid sharing abusive, offensive, and/or slanderous content.** Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the MANY workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
  - Although not an exhaustive list, some specific examples of prohibited social media conduct including posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
  - If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- **Be honest and accurate.** Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Never post any information or rumors that you know to be false about the Museum Association of New York, fellow members, employees, people working on behalf of the Museum Association of New York, museums, or other museum associations.

- **Do not post confidential information.** Maintain the confidentiality of the Museum Association of New York and private or confidential information retaining to the organization or to any members of the organization. Do not post internal reports, policies, procedures, or other internal confidential communications. If there are questions about what is considered confidential, employees should check with their supervisor.
- **Adhere to financial disclosure laws.**
- **Ensure others know that your personal account or statements don't represent our organization.** Express only your personal opinions. If the Museum Association of New York is the subject of the content you are creating, make it clear that your views are your own. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Museum Association of New York" or including "Views are my own" in social media channel bios and/or about me sections.
  - Employees should be aware that the Museum Association of New York may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither appropriate nor harmful to the Museum Association of New York, its employees, or members.
- **Do not use Museum Association of New York email addresses to register on social media networks, blogs, or other online tools utilized for personal use.**

### **Personal Use During Work Hours**

Employees may, on occasion, utilize social media and the web for personal matters in the workplace. Employees may engage in incidental personal use of social media in the workplace so long as such use does not consume significant time or resources, interfere with operations and productivity, violate organization policies, or interfere/interrupt the work of others.

While the Museum Association of New York recognizes that we may not prohibit our employees from posting personal opinions and content on private accounts, we do expect our employees to uphold the highest level of respect and adhere to our anti-discriminatory and harassment policies (see guidelines above).

### **Disciplinary Action.**

If a Museum Association of New York employee does not follow the guidelines set out in this social media policy, the Museum Association of New York will have grounds to take disciplinary action, up to and including termination.

### **Policy violations include:**

- Overlooking job obligations and deadlines due to excessive use of social media in the workplace
- Releasing confidential information regarding the Museum Association of New York, both personal and organizational
- Posting inappropriate content and subject matter on organization social media channels
- Posting offensive comments

- Posting false information and personal opinions on Museum Association of New York social media channels

Each offense or policy violation will be investigated and reviewed by a supervisor. Disciplinary action may include a reprimand, written warning, and/or termination.