

## **The NRWA Social Media/E-List Policy and Guidelines**

This policy governs the publication of and commentary on social media by member, volunteers, and affiliates of the National Résumé Writers Association and its related companies ("NRWA"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, the organization's e-list, and social networking sites such as Facebook, LinkedIn, Twitter, Google Plus, Yahoo and Pinterest. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet by the NRWA members, volunteers, and affiliates.

The NRWA members, volunteers, and affiliates are free to publish or comment via social media in accordance with this policy. The NRWA members, volunteers, and affiliates are subject to this policy to the extent that they identify themselves as a member, volunteer, or affiliate of the NRWA (other than as an incidental mention of their member, volunteer, or affiliate role in a personal blog on topics unrelated to the NRWA).

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by NRWA members, volunteers, and affiliates who are résumé Writers, career coaches, and all NRWA volunteers, and their affiliates as their position with the NRWA would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that NRWA members, volunteers, and affiliates must otherwise follow.

The interactive communication opportunities provided by internal social media accounts administered by the NRWA (available to members only) are intended to facilitate online networking and discussions on résumé writing, technology, client management, marketing, sales, and other aspects of our industry.

In most cases, messages from members are not reviewed by NRWA administrators before being posted. However, the administrators will refer to the guidelines outlined here, in an effort to ensure consistent compliance. Those who violate these guidelines and rules may be removed from internal social media accounts temporarily or permanently by vote of the Executive Board.

### **Don't Tell Secrets**

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about NRWA operations, details of current projects, future product development, financial information, research, and trade secrets. We must respect the wishes of our corporate customers regarding the confidentiality of current projects. We must also be mindful of the competitiveness of our industry.

### **Protect Your Own Privacy**

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the NRWA website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

### **Be Honest**

Use your real name, be clear who you are, and identify yourself as a volunteer for the NRWA, if you are. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or

misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

### **Respect Copyright Laws**

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including NRWA-owned copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is a good general practice to link to others' work rather than reproduce it.

### **Respect Your Audience, The NRWA, and Your Fellow Members and Volunteers**

The public in general, and the NRWA's member volunteers and followers, reflect a diverse set of customs, values, and points of view. Don't post anything contradictory or in conflict with the NRWA website, Bylaws, Standing Rules, written policies/procedures, or Code of Ethics. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of the NRWA.

Members are not allowed to financially profit or benefit from NRWA social media accounts--internal or external facing. Therefore, please do not post any type of advertisement, self-promotion, or mentioning of products that are sold on your behalf or that you sell directly.

Affiliate Members of the NRWA are strategic partners in the careers industry who provide services by which regular or associate members can save money or earn money, but do not compete with regular members or associate members. The NRWA social media accounts, both internal and external, are used to support and benefit members of the organization as well as the goals of the NRWA, and affiliates are allowed to build relationships with members via interaction on NRWA social media platforms. However, an Affiliate Member who is found to abuse the opportunity to serve our membership will be removed from NRWA social media accounts. Abuse includes, but is not limited to blatant sales pitches, promotion of any services outside of the careers industry, excessive self-originating posts (more than 4 posts per month combined total across all social media platforms), or "other" as determined by the NRWA Board. Original informational or promotional posts shall be submitted to the social media team for review to ensure that "pitchy" posts are not published. Exceptions to this policy must be approved in writing by the NRWA Affiliate and Sponsor Relations Chair, with the support of the Executive Board.

### **Protect The NRWA Members, Business Partners, and Affiliates**

Members, partners or affiliates should not be cited or obviously referenced without their approval. Never identify a member, partner or affiliate by name without permission and never discuss confidential details of a member engagement. It is acceptable to discuss general details about the kinds of projects and to use non-identifying pseudonyms for a member/affiliate (e.g., Member 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the member or affiliate, or make it easy for someone to identify them. Social media or your blog are not the places to "conduct business" with a member, volunteer, or affiliate of the NRWA.

### **Controversial Issues**

If you see misrepresentations made about the NRWA in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure that what you say is factual and that it does not disparage

that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

Do not post messages containing negative comments, slurs, or libelous/slanderous comments.

### **Be The First To Respond To Your Own Mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

### **Think About Consequences**

For example, consider what might happen if NRWA leadership is in a meeting with a volunteer member or affiliate prospect, and someone pulls out a print-out of your blog and says "This person at the NRWA says that product sucks."

Saying "Product X needs to have an easier learning curve for the first-time user" is fine; saying "Product X sucks" is risky, unsubtle, and amateurish.

Once again, it's all about judgment: using social media to trash or embarrass the NRWA, our customers, or your colleagues, is dangerous and ill-advised.

### **Disclaimers**

Many social media users include a prominent disclaimer saying who they work or volunteer for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

Wherever practical, consider using a disclaimer saying that while you work for (in a volunteer capacity or other) the NRWA, anything you publish is your personal opinion, and not necessarily the opinions of the NRWA.

### **Social Media Tips**

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. If you choose to venture outside of your expertise, there is a good chance of being embarrassed by an established expert.

Quality matters. Use a spell-checker, or better yet, ask a colleague to proofread your copy before you post it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

### **Enforcement**

Those who violate these guidelines and rules may be removed from internal e-list and social media accounts temporarily or permanently by vote of the Executive Board.