



AJC-AJJ

ASSOCIATION OF JUSTICE COUNSEL
ASSOCIATION DES JURISTES DE JUSTICE

Association of Justice Counsel

Social Media Guidelines

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AJC Social Media Guidelines

1.0 AJC Social Media Guidelines

The following social media guidelines provide recommendations and best practices to guide you when participating in the social Web. These guidelines are meant to provide helpful, practical advice and help to set expectations on how to behave online.

1. When you are participating in social networking sites, be authentic, factual and respectful at all times. Provide informed, well-supported opinions and cite sources, if applicable. Though social media sites are a more casual form of communication, be sure to remain professional and use a positive tone of voice. Always act professionally at all times and be respectful of your colleagues.
2. When engaging online, protect the AJC and your reputation. Be responsible. You are personally responsible for the content you provide and how you behave on the social Web. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising solid judgment.
3. Be aware of laws covering defamation, financial disclosures, endorsements and testimonials, antitrust, competition, privacy, and the protection of intellectual property. Do not post any confidential, internal-use or copyrighted information.
4. Do not post anything that is defamatory, offensive, harassing, or in violation of any applicable law or any AJC policy. Avoid engaging in on-line disputes. Always respect privacy concerns. Avoid language that may be considered objectionable or inflammatory. Show that you have listened and be responsive. If you disagree, respond in professional and respectful manner.
5. Add value. Express an interesting point of view and worthwhile information and perspective.
6. Do not engage with the news media to discuss the AJC strategy without consultation and approval by the Association. Mainstream media inquiries must be referred to the AJC Director of Communications. Only those officially designated by the AJC have the authorization to speak on behalf of the Association.
7. Be mindful of the indefinite life of Internet postings. You should assume that all Internet postings, including those posted in a private forum, can be made public and searchable for a long time. Know that it's almost impossible to completely remove information from the social Web even if you "remove/delete" it from the original source. There is no way of knowing where it may have been reposted.
8. Review the privacy settings of the social networking site you are using. Choose social sites and appropriate settings depending on the content you are posting. Understand that when your content is posted on a public social network, all posts and comments may be traceable. Any information that you post should be considered at risk for public disclosure, regardless of your privacy settings since your postings can be reposted elsewhere and may be viewed by people other than your intended audience.

9. A social networking site is not the best place to air your grievances. We recommend that you go through the proper AJC channel to register your complaints.

2.0 Terms of Use (Netiquette)

The Association of Justice Counsel (AJC) welcomes you to its social media platforms. Our netiquette is the set of rules governing the behaviour we expect of our members and the public wishing to join our conversation (website, Facebook, and Twitter).

Platforms are monitored to the best of our ability. We reserve the right to remove content that does not conform to the participation rules outlined below.

Participation Rules:

- Messages (including photos, graphics and videos) must be respectful of other people’s opinions and pertinent to the subject of the account in which they are posted.
- Messages (including photos, graphics and videos) that discriminate against a person or a group will be immediately removed without notice.
- Messages that invade the privacy of an individual or a group of individuals will be removed without notice.
- Messages that are commercial in nature — solicit members of the community, sell products or services — that are published without the AJC’s prior authorization will be immediately removed without notice.
- Links are permitted if they respect the participation rules. However, the AJC is not responsible for the content on other websites.
- Constructive comments and suggestions will be accepted. However, complaints or comments about the AJC must be addressed to admin@ajc-ajj.com
- Employees and volunteers are prohibited from using the trade-marks, logos, copyrighted material or other intellectual property in any non-work related social networking and blogging activities
- The AJC reserves the right to change these participation rules at any time and without notice.

Accounts are generally moderated during the regular work week, between 8:00 am and 5 pm (Eastern Time). Within these hours we will try to respond to all questions and comments in a timely manner.

Thank you and welcome to the conversation.

3.0 Moderation

Moderation (reviewing and approving content) applies to any social media content written on the AJC web site or AJC social media accounts. We do not endorse or take responsibility for content posted by

third parties, a.k.a. user-generated content (UGC). This includes text input and uploaded files, including video, images, audio, executable, and documents.

Trolls are present on the internet and we cannot stop them. A troll is a slang describing a person who shows discord on the Internet by often starting arguments and upsetting people by posting provocative or inflammatory statement. They are often anonymous. We can either:

1. Ask (politely) the troll to stop posting. Only do this once.
2. Then stop responding and ignore the posts: a troll's goal is to make users angry and that person will want you to bite. By responding, it tends to 'feed' a troll. Troll behaviour will usually stop if you don't add fuel to the fire.
3. Compliment the troll: often, they will be thrown off balance if you respond with a simple compliment!

Post-moderation: Even when a site requires the user to register before posting, simple user name and email entry doesn't really validate the person. So, to ensure least risk/most security, we use moderation of all AJC sites. The designated moderator scans all posts to be sure they adhere to AJC's guidelines.

"Moderation house rules": We use this rule of thumb: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context to the conversation, then it can be approved, regardless of whether it's favorable or unfavorable to the AJC. But if the content is ugly, offensive, denigrating, and/or completely out of context, then we instruct our moderators to reject the content. We do have the right to remove any posted comment, video and/or photograph that is not appropriate for the topic discussed, uses inappropriate language, or was posted without obtaining written permission.

4.0 Monitoring

The Director of communications will gather evaluation data using a range of methods:

- The daily online monitoring with Hootsuite and Google Alerts.
- Web analytics (with Google Analytics) and click throughs from URLs in our tweets – to track referrals from Twitter to our web pages
- Twitter data – the follower/following data presented in our Twitter account
- Alert services – tweetbeep.com and other methods for tracking mentions of the AJC

5.0 Disclaimer

The following disclaimer will be posted prominently on all AJC social media pages:

Opinions expressed here and in any corresponding comments are the personal opinions of the original authors, not those of the AJC.