



## PCMA Social Media Guidelines

These are the official guidelines for social media use on behalf of the Professional Convention Management Association (PCMA). These guidelines define PCMA's expectations for proper online conduct in relation to social media.

In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying your affiliation with PCMA, you are creating perceptions about PCMA and your expertise. We expect all who participate in social media on behalf of – or in affiliation with – PCMA to understand and follow these guidelines. *If you're a volunteer or contractor creating or contributing to any kind of social media both on and off PCMA affiliated websites, these guidelines are for you.*

These guidelines are subject to change:

1. **State that it's your personal opinion, PCMA's opinion** – For your personal blog, twitter account, or any social media site, use the provided disclaimer when discussing anything PCMA related.  
**Disclaimer:** This is a personal [blog/twitter account/website]. The opinions expressed here represent my own and not those of PCMA.
2. **Full Disclosure** - Always disclose if you're received something in exchange for a review of a product or service – it is the law (See FTC Endorsement Guides)
3. **Site Sources** – Always cite when quoting someone else. Make sure images are shareable through Creative Commons, and attribute them, too. Never use copyrighted material without permission.
4. **Confidentiality** – Respect proprietary information and content, confidentiality, brand, trademark, copyright, and fair use. Don't discuss committee work without permission.
5. **Be yourself** – You are responsible for the content you post. Never impersonate someone else, or purposely obscure your identity as part of PCMA.
6. **Mistakes happen** – If you make a mistake, admit it quickly. The [PCMA Social Media Team](#) is available to help you fix your mistakes; explain the situation and the team can come together to find a solution to any problem.
7. **Remember everything online is discoverable** – If you can't show it to your mother or a judge, don't post it. If in doubt, ask your supervisor or a member of the [PCMA Social Media Team](#).
8. **Don't spam** – You can link to other PCMA blog posts or information about services but do it subtly and only in response to a specific query.

We trust that you will live and breathe these policies. If, for any reason, an incident occurs that violates the policy, we expect you to bring the issue to our attention immediately so that we can work together toward a resolution. The [PCMA Social Media Team](#) will work through each issue on a case-by-case basis. Consequences will be commensurate with the violation.

*See next page for recommended best practices.*

## PCMA Social Media Best Practices

1. **Write what you know** – Stick to your area of expertise and provide unique individual perspectives on what's going on at PCMA and in the world
2. **Share reputable content** – A link is not an endorsement, do don't be shy about sharing or linking to content from any reputable source if you feel it is worthwhile to members. Avoid linking to questionable content publicly, except to correct misinformation.
3. **Be a good conversationalist** – Monitor and reply to comments in a timely manner, when a response is appropriate. Add value to the conversation.
4. **Be clear, but not defensive** – Be polite and professional, especially when you disagree with someone. Once the words are out there, you can't get them back. If you find yourself working too hard to defend your position, take a step back, let the community defend for you (because they will if you're justified).
5. **Continue to learn** – This space is fast-moving and ever-evolving. Ask questions. Read whole conversation threads before responding. Reference others and aim to build relationships.