

# **WAC Clearinghouse**

## **Social Media Guidelines**

*Last Updated November 2020*

The WAC Clearinghouse offers these guidelines to those who engage in communication on social media while representing the Clearinghouse. In these guidelines, social media includes but is not limited to blogs, email lists, and platforms such as Facebook, Twitter, LinkedIn, YouTube, Instagram, and others. It is our hope that these guidelines can serve as a useful resource when posting about matters related to the WAC Clearinghouse.

### **Use of Official WAC Clearinghouse Accounts**

A limited number of individuals have access to official WAC Clearinghouse social media accounts, including the Publisher, the Associate Publisher for Marketing and Advancement, and the News and Information Editor. Contact information for these people can be found at <https://wac.colostate.edu/about/editorial-staff/>.

To obtain access to our social media accounts, or to have messages posted on the behalf of a group or project within the Clearinghouse, please contact the Associate Publisher for Marketing and Advancement.

All official WAC Clearinghouse social media accounts are the property of the WAC Clearinghouse. Individuals using these accounts on behalf of the WAC Clearinghouse should not claim ownership of any of these accounts, their content, or their contacts or connections. This includes unauthorized changes to passwords or account names without notifying other official account owners.

Those posting to official WAC Clearinghouse accounts should abide by the guidelines outlined in this document (see below).

### **Posting on Social Media While Representing the Clearinghouse**

If you are posting on social media while representing the Clearinghouse, please follow the guidelines in this section. For example, if you are making an announcement about a new book, journal issue, resource, or initiative, be aware that your communication will reflect on the Clearinghouse.

#### **General Guidelines**

We hope for a world in which society can benefit from and be enriched by social media. As you post materials that are associated with your work with the Clearinghouse, please consider the following questions:

- Are you using your words responsibly to help construct a productively cooperative society?
- Would your family, friends, or professional colleagues be shocked or offended by what you have written?
- What impact could your words potentially have on the work or reputation of the WAC Clearinghouse?

## Copyright Restrictions

Anything posted to the internet is the property of its creator unless those property rights have been relinquished. Therefore, before copying and pasting any content into your own social media posts or comments, you should be sure that the original poster has given permission for you to do so. The following are some strategies for avoiding infringing on someone else's copyright ownership when using social media:

- Look for content with [Creative Commons licenses](#) that allow for copying and/or altering that content.
- Share the original post rather than copy the content so you can include the creator's identifying information in your post.
- Post a link to the original content rather than copying or sharing.

## Privacy Concerns

Because much of what is posted on the internet is public, it's important to respect other people's privacy when posting about them. Please be aware of the dangers of sharing private information about yourself or others on social media. Identity theft is a growing concern, so keeping personally identifying information private as much as possible is always a wise move. At its most basic, this means not sharing without permission anyone else's

- address,
- phone number,
- photo,
- health information, or
- social security number or other national identification number.

Observing privacy boundaries applies to respecting what other people have told you in confidence, too. While no laws might govern this type of privacy, it can go a long way in ensuring goodwill. If you have private information about another person, it only makes sense to keep that information to yourself unless that person has given you explicit permission to reveal it. The same principle applies to divulging private information about the inner workings of organizations you belong to, including the WAC Clearinghouse. Be careful not to give away without permission private information including but not limited to

- ongoing negotiations,
- drafts of changes to policies or procedures,
- manuscripts undergoing review,
- publication decisions of Clearinghouse journals and book series,
- personnel matters, or
- sensitive matters from internal meetings.

## Frequently Asked Questions

When do I need approval to post a message on social media?

Contact the Associate Publisher for Marketing and Advancement to request to have messages posted to official WAC Clearinghouse social media accounts. Contact information can be found at <https://wac.colostate.edu/about/editorial-staff/>.

What kind of information am I allowed to post related to my work on social media?

You should feel free to promote any publicly available information about the WAC Clearinghouse and its activities. When doing so, it is recommended that you disclose your connection to the WAC Clearinghouse by providing the name of your official role (editor of a book series or journal, associate publisher, or similar).

You should refrain from posting about official business not yet approved for public consumption (such as negotiations with potential new publications, drafts of changes to policies or procedures, or similar), confidential personnel matters (such as complaints against editors or publishers for unprofessional conduct, disciplinary measures taken against editors or publishers, or similar), or other sensitive information from internal meetings.

Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?

You are welcome to include your affiliation with the WAC Clearinghouse in your personal social media account bios.

What should I do on social media during a PR crisis?

When coming across misinformation, news leaks, confidential information, or other similar content regarding the WAC Clearinghouse on social media, please refrain from commenting or responding. Instead, bring the content to the attention of the Founding Editor and Publisher or the Associate Publisher for Marketing and Advancement for appropriate action. Contact information can be found at <https://wac.colostate.edu/about/editorial-staff/>.

How do I comply with copyright law on social media?

If you did not write it or otherwise create it, it is not yours, so don't use it. Before posting someone else's work, you should receive permission from the writer or creator first. Many materials posted to the web carry Creative Commons licenses that specify how the content can be used. You can learn about Creative Commons licenses at <https://creativecommons.org/about/ccllicenses/>.

## **Changes to the Guidelines**

These guidelines will be reviewed by the publisher and associate publishers once per year for possible revisions. All those affiliated with the WAC Clearinghouse will be reminded on an annual basis of the guidelines and invited to suggest changes. It is hoped that these guidelines will not only be organic and responsive to the needs of those affiliated with the WAC Clearinghouse but also collaboratively constructed by the WAC Clearinghouse community over time.

## **Contact Information**

For suggestions or comments about these guidelines, you can contact the WAC Clearinghouse Publisher or the Associate Publisher for Marketing and Advancement. Contact information is located at <https://wac.colostate.edu/about/editorial-staff/>.