



PSG SOCIAL MEDIA POLICY

Version 2

18 February 2017

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INTRODUCTION

The Pacific Seabird Group has several social media accounts to keep members informed about society activities, Pacific seabirds, and pertinent science, conservation, policy and management information related to PSG’s mission. Each account has a similar purpose (i.e., share information with PSG members and seabird community at large) yet each social media account can take advantage of its particular format to send a slightly different message or reach different audiences. Only individuals approved by the Communications Coordinator may use Social Media to represent PSG, and these individuals must be members of PSG.

The purpose of this policy is to guide the use of PSG’s social media accounts and protect the members that have volunteered to maintain them and represent PSG. The policy was developed using advice found online for non-profits, previous experience with social media, and knowledge of PSG’s activities, members, and web presence. This policy will ensure that volunteers and other members are clear about the purpose and scope of PSG’s social media accounts, and volunteers are clear about what is okay and not okay in their role of representing PSG. Please also consult the PSG Bylaws and PSG Handbook for additional guidance that pertains to PSG communications.

ACCOUNT ADMINISTRATION

The PSG Communications Committee Coordinator and PSG Secretary will maintain and record the account login and pw information for each social media platform, as well as provide this info and any other necessary resources to members that have volunteered to assist with social media. Passwords will be changed in accordance with reasonable security measures (e.g., annually, or after a security problem).

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GUIDING PRINCIPLES

1. Post in accordance with PSG Bylaws and the PSG Handbook.
2. Respect copyright and disclosure laws in all countries where social media may be viewed.
3. Represent PSG as an engaged, professional organization and a partner or member of other organisations such as World Seabird Union, Marine Ornithology, Ornithological Council.
4. Be mindful of the diversity of cultures and languages that are present in the PSG.
5. Respect privacy; sensitive or confidential information must not be distributed without permission.
6. Obtain approval or content from the Vice-Chair for Conservation for all social media posts that specifically pertain to PSG's official position or response to a conservation issue. These posts, tweets, or photos will address issues where PSG is on record with an official position, such as reflected in a letter or other policy statement from the PSG Chair, VC for Conservation or EXCO.
7. In general, do not post or retweet anything that invites followers to sign petitions, raise money for another cause, or action alerts unless first cleared by Vice-Chair for Conservation
8. PSG is non-partisan.
9. Do not post secure links for anything that requires a vote by PSG members – social media can be viewed by anyone and PSG Bylaws state that one must be a member to vote.
10. Ensure that all posts are well written and free of spelling and grammatical errors.
11. Use photos with permission and/or appropriate credit unless photo is in the public domain.
12. Attribute written material from articles with quotes (“ ”) and expert's name.
13. Explain things clearly and in a concise manner.
14. Keep the tone professional and friendly, not stuffy.
15. Stay on message, that is, talk about areas where PSG is active and relevant.
16. Do not use abbreviations except 'PSG'.
17. Do not slander, use profanity, or attack anyone or anything.
18. During the PSG Annual Meeting, encourage social media participation and provide etiquette or guidelines. Be aware that presenters may be showing preliminary, sensitive or proprietary data for the purposes of seeking discussion and feedback from members. If explicitly requested by the presenter, do not share results via social media (audio, visual, text). At all times, use good judgement and be respectful about sharing results or conclusions from presentations, and communication about presentations via social media must be consistent with PSG Code of Conduct¹.
19. Do not use PSG social media accounts for personal posts.

¹ In development.

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20. If a post is made by mistake, immediately contact the Communications Coordinator or PSG Chair to determine course of action – humor may provide a solution²
21. Ask for advice. If you are not sure about a post, please discuss with the Communications Coordinator or PSG Chair.

GENERAL TOPICS FOR SOCIAL MEDIA

- Annual meeting announcements and news
- Seabird research and science news that supports PSG’s mission
- Deadlines for symposia, abstracts, travel award applications, awards, registration, hotels and other information for PSG’s annual meeting
- Pacific Seabird Group’s publication(s)
- Announcements for voting, surveys, and other communications to members
- Scholarship and grant opportunities
- Announcements for other seabird meetings
- Job postings for seabird and related positions
- Newsletters that members may be interested in; encourages RT when we release ours!
- Fun facts about seabirds, seabird conservation and oceans
- Seabird photos

FACEBOOK

Purpose: The two main purposes of PSG’s Facebook account are (i) to post time-sensitive information about the annual meeting and other society business for PSG members and the interested public, and (ii) to highlight the work of PSG members and collaborators worldwide.

Goal: Keeping the Facebook account active with 1- 4 posts daily

Postings will include:

- Announcements for annual meeting including, but not limited to: venue location, call for proposals, abstract and travel award deadlines, registration, hotel bookings, last-minute announcements, plenary speakers
- Posting seabird-related jobs, including fellowships
- Posting news articles on seabirds or seabird policy, if articles cite scientists
- Posting new peer-reviewed journal articles on seabirds
- Other requests or re-posts from the PSG listserv (e.g., photo requests, awards to seabird researchers, books published, other science conferences)

² Red Cross staff member Gloria Huang wrote about finding more Dogfish Head beer, accompanied by the hashtag #gettngslizzerd. The only trouble was that Huang accidentally posted the Tweet using the Red Cross account rather than her own. Rather than posting apology after apology, the Red Cross averted potential disaster by simply taking down the Tweet and responding with a reasonable joke: “We’ve deleted the rogue Tweet but rest assured the Red Cross is sober and we’ve confiscated the keys.” The response was so well received it inspired a blood drive for the Red Cross, partly promoted by Dogfish Head’s Twitter followers. In a charming twist to a Tweet gone wrong and set right, the hashtag for the drive was Huang’s #gettngslizzerd. While all worked out well for the Red Cross, you should be sure to keep personal and professional Tweets in the right place.

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TWITTER

Purpose: The main purpose of PSG's Twitter account is to post original content or retweet (RT) to generally engage with people that are engaging with PSG, and generate interest in PSG and Pacific seabirds.

Goal: Tweet or Retweet daily

Postings will include:

- Seabird job opportunities
- Seabird news/publications
- Calls for registration/abstracts to seabird conferences
- Grant opportunities,
- Newsletters etc. from other seabird societies that our members may be interested in (this encourages RT later when we release ours!)
- Fun facts, photos etc. of seabirds
- Generally engaging with people that are engaging with us to grow our following
- Take advantage of the weekly hashtag #seabirdersaturday to bring attention to @pacificseabirds

INSTAGRAM

Purpose: The main purpose of the PSG Instagram account is to share photos and videos of PSG-related events, seabird research, and researchers through the mobile Instagram App while providing a brief explanation and related hashtags.

Goal: Post 2-3 times per week

Postings will include:

- Pictures of seabirds with fun facts every #seabirdsaturday
- Include seabird, partners, research, event, and PSG related hashtags in order to reach out to a larger audience of people and gain a bigger following.

USEFUL LINKS

[10 common mistakes you're making on Facebook](#)

[Best practices for non-profits using Twitter](#)

[Instagram best practices for non-profits](#)

[10 signs your small non-profit excels at Social Media](#)

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