

This document provides guidelines and best practices for participating in both NCACPA and private social networks. These guidelines will continue to be amended and revised on an ongoing basis as the NCACPA's use of social media evolves. The following guidelines apply to social media generated by NCACPA staff and designated association members, and apply to all NCACPA-related social media.

For purposes of these guidelines, social media is defined as, but not limited to, LinkedIn, Facebook, Twitter, YouTube, and podcasts.

Please check with the NCACPA Director of Communications if you need further clarification on any of these guidelines.

NCACPA Social Media Policy—General Usage

Through the involvement of LinkedIn, Facebook, Twitter, YouTube, and podcasts, NCACPA will keep members informed on professional issues, promote upcoming events, provide forums for members to connect and network, and raise awareness of association programs and services. NCACPA will adopt a social media philosophy—to use social media tools to execute our vision of being the essential resource for the North Carolina CPA. This Web-based sharing of ideas and exchange of information is intended to position NCACPA as a source of authoritative information on, or related to, the accounting profession.

- Official NCACPA social networking sites include: NCACPA Facebook fan page, NCACPA Financial Literacy Facebook group, NCACPA Young CPAs Facebook group, NCACPAnews Twitter page, NCACPApr Twitter page, ncyoungcpas Twitter page, and North Carolina Associations of CPAs LinkedIn group.
- NCACPA moderates comments on all of our official social media pages. If the content is positive or negative and in context to the conversation, then it is approved regardless of whether it is favorable or unfavorable to NCACPA. If the content is offensive or out of context, it will be deleted. Removal of such information will not require permission or advanced warning. All other sites are not sanctioned by NCACPA and will not be monitored for content.
- Before posting or commenting on any source of NCACPA social media, please refer to this document, continue to follow the AICPA's Code of Professional Conduct, and the laws and regulations governing North Carolina CPAs at all times. Also, please familiarize yourself with policies of each social media website.
- If contacted by the media about your post or another post made by anyone else to an NCACPA social media outlet, forward the inquiry to the NCACPA Director of Communications.
- Questions raised about NCACPA official policies or positions should be treated like any other media inquiry and referred to the Director of Communications.
- If you have a need for creating an official NCACPA site through LinkedIn, Twitter, Facebook, or another social media platform, please obtain permission from the NCACPA Director of

Communications first. Only authorized association members and employees can create an official NCACPA social media platform.

- If you have obtained permission from the NCACPA Director of Communications to create or prepare content for an official NCACPA media platform, you must inform the NCACPA Director of Communications once the platform has been created. Members of the Communications Department will monitor all social media outlets to align messages, appropriately coordinate communications, aggregate information, and minimize redundancies or proliferation of social media channels that could unintentionally detract from clarity or communications effectiveness.
- Social media administrators are responsible for ensuring all information on NCACPA social media channels complies with NCACPA's formal policies. Administrators are authorized to remove any content that does not adhere to our policies or may be illegal or offensive. Removal of such information will not require permission or advance warning.
- If you publish content related to NCACPA on any non-NCACPA site, identify yourself and use a disclaimer such as, "The views in this post are my own and not necessarily those of NCACPA."
- Do not post commercial messages regarding your company, including its products and/or services. NCACPA's social media channels are not intended to be used for marketing purposes.
- Protect yourself and others. In our day-to-day work, we often deal with proprietary, confidential, or personal information. Do not post any personal, sensitive, confidential, or proprietary information about NCACPA, its members, vendors, or staff, or any state CPA society.
- Always identify yourself. Doing so will not only give yourself credibility, but will also help others know who to contact if they need further assistance with whatever conversation you're discussing online.
- NCACPA accepts no responsibility for the opinions and information of others. NCACPA makes no representations as to accuracy, completeness, suitability, or validity of any information on social media channels and will not be liable for any errors, omissions, or delays in this information.

Social Media Best Practices

- Use common sense. If you wouldn't say it in front of your boss, coworker, mother, best friend, significant other, etc., then you shouldn't be saying it online. Your words and images will go out around the world instantly and once it's out, it's out for good.
- Admit mistakes. Be the first to respond to your own mistakes. If you made 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 (such as using a strikethrough function).
- Add value. The best way to get your posts to be read is to write things that people will value. It should be thought-provoking, informative, or give a sense of community-building.
- Respect privacy. Do not post any information that would infringe upon the proprietary, privacy, or personal rights of others.

- Abide by the law. Be sure to follow all federal, state, and local laws, including copyright, fair use, and financial disclosure laws.
 - Do not use any words, logos, or other marks that would infringe upon the trademark, service mark, certification, mark, or other intellectual property rights of the owners of such marks without the written permission of such owners.
 - You are welcome to include a link from your site to NCACPA's website, www.ncacpa.org.
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