

Social Media Posting Best Practices for ACI Members – “Recommended Dos and Don’ts”

1. Act Responsibly and Ethically:

- **Do** use your real name and be clear who you are. **Don’t** misrepresent yourself or conceal your identity.
- **Do** be courteous and let other users have their say. **Don’t** intimidate, attack, or harass other users. The discussions on ACI’s sites are meant to stimulate conversation - not to create contention.
- **Don’t** use or distribute defamatory, abusive, profane, threatening, offensive, or illegal materials.
- **Don’t** post anything on ACI’s sites that you would not want the world to see or that you would not want anyone to know came from you.
- **Do** contact ACI if you see misrepresentations made about concrete or ACI by the media, former employees, or bloggers. **Don’t** respond directly.

2. Identify Your Opinions as Your Own:

- **Do** keep in mind that blogs, Twitter, Facebook, LinkedIn, and other forms of online communication are individual conversations - not organizational communications.
- Unless you are authorized to speak on behalf of ACI:
 - **Do** make it clear that what you say is representative of your opinions – not the opinion of ACI.
 - **Do** consider using a “disclaimer” like:

The postings on this site are my own and do not necessarily represent ACI's positions, strategies, or opinion.

Especially when posting information that concerns ACI-business on a non-ACI social media platform.

3. Protect Confidential and Proprietary Information:

- **Do** be careful not to publish, post, or release information that is considered confidential or proprietary. If it is not already public information, do not publish it. Note: ACI proprietary information includes all ACI publications and documents.

- **Do not** cite or reference partners, members, non-members or other stakeholders without their approval.
- **Do** follow good general social networking practice like linking to others' work.
- **Do not** disclose non-public financial or operational information, which includes strategies, forecasts and most anything with a dollar-figure attached.
- **Do not** post any information that appears confidential and has not already been disclosed, such as anything to do with a legal issue, legal case or attorneys, or internal communications of pending opportunities.
- **Do** respect laws governing copyright and fair use of copyrighted material owned by others, including ACI's own work. Keep in mind that laws may differ from one jurisdiction to the next.

4. Respect Differences of Opinions and Ideas:

- **Do** remember that ACI is an organization whose members and employees reflect a diverse set of customs, values and points of view.
- **Don't** start arguments online.
- **Don't** post discriminatory material (including age, sex, race, color, creed, religion, ethnicity, gender identity, national origin, sexual orientation, citizenship, disability, or marital status or any other legally recognized protected basis) to an ACI social media platform. **Do** notify ACI if you see such material.
- **Do** focus on subjects that are business-related and use your best judgment.

5. Above All: Use Your Best Judgment

There are always consequences to what you write. If you're about to post something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, feel free to discuss your proposed post with ACI. Ultimately, however, you have sole responsibility for what you choose to post.