

# IAATO General Guidelines on Social Media Use

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## What is social media?

Social media describes the online tools and platforms that people use to share opinions, insights, experiences and perspectives with each other. It can take many different forms including text, images, audio and video.

Social media should be thought of as a conversation.

## General Guidelines on Using Social Media for Field Staff

- Check if your employer has a social media policy in place.
  - **We are all spokespeople for our industry.** Protecting IAATO's, and thus the polar tourism industry's, reputation must always be considered whenever distributing any information, including images and videos (internally, externally or through personal accounts).
- Before posting an image or video, ask yourself: does this reflect well on our safe, environmentally responsible operations to the outside world? Can its message be misunderstood by someone who is not familiar with our operations or working environment?**
- Keeping a distinct line between personal and professional life online is difficult. When using personal social media accounts outside work, staff should remain mindful of their employer's and IAATO's reputation and assume that personal comments may be interpreted as those of their employer or IAATO. Identifying your views as your own is not sufficient if your comments are likely to have a negative impact on the reputation of IAATO or the wider industry.
  - If in doubt that a post, tweet, share etc., may be inappropriate, taken out of context or reflect badly on the industry in any way then please check with your employer, EL or IAATO, who will be happy to help.
  - Information held internally on your employer's or IAATO's web sites (e.g. Field Operations), or any other confidential information, must not be shared on social media.
  - There must be no comments on work-related legal matters unless agreed beforehand. Financial topics, pricing, predictions of future trends or performance should not be mentioned unless agreed officially first or it is already publically available.
  - No personal information that pertains to colleagues, individual members or their clients should be shared nor negative comments made.
  - Copyright should be respected when using text or images. Ensure permission has been granted before using images. If possible, the photographer should be informed if their image has been used, tagged in the image and credited.
  - If re-tweeting, sharing or citing information from an internal or external stakeholder, link back to the source where possible. Be wary of sharing images, posts or memes which may have originated from inappropriate sources.
  - Misinformation should be corrected, clearly and logically, when required. Do not be defensive or argue. If unsure about how to respond to negative comments or posts, please check with your employer or IAATO. Sometimes it is best to ignore a comment to avoid giving it credibility by acknowledging it with a response.
  - If representing your employer or IAATO (through a community forum for example), always identify who you are, clearly and accurately.

**Tweet with care; post with care; link with care; 'like' with care**