

## TEXAS ASSOCIATION OF MEDIATORS (TAM) SOCIAL MEDIA GUIDELINES

**Social media** offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

There are a number of platforms which support engagement through the use of written communication often seen in blogs, audio or video clips, podcasts, video blogs, and pictures. Popular social networks include Twitter, Facebook, LinkedIn, Google +, YouTube, Cinch, and photo sharing sites like Flickr. These networks allow for people with similar interests to come together to share valuable information, hold discussions, strategically align, and connect to all kinds of opportunities.

As technology evolves, these guidelines will evolve, but in general, these guidelines define principles for use of social media by TAM. The use of social media follows the same standards of professional conduct associated with our organization. Common sense judgment should be used to avoid most issues.

TAM fully supports participation in **Linked In** and **Facebook** in accordance with the following “best practice” guidelines.

**TAM’s goal** for using social media is three-fold:

- a) To engage with current and potential members
- b) To educate the public and/or consumers about mediation
- c) To build TAM recognition across the state of Texas

### General Guidelines

- 1) Designated TAM member(s) will hold the responsibility of managing the social media accounts, responding to inquiries and/or addressing potentially conflicting posts
- 2) Both Linked In and Facebook are open to TAM members and the general public
- 3) Anyone can post training opportunities, resources and events on Linked In through the **Promotions** tab or use the subgroup called **Conflict Resolution Events/Resources in Texas**. You will need to join this subgroup to receive announcements.
- 4) The Texas Association of Mediators provides a forum for sharing many viewpoints. The views expressed are those of the individual authors and are not the responsibility of TAM.
- 5) All published content should remain as neutral as possible. Avoid taking any sides politically, socially, or otherwise. The objective of TAM is to simply get an unbiased message across while remaining constructive and respectful.
- 6) Respect copyright laws. Give credit when credit is due to any sources shared on social media.
- 7) Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. If you make an error, correct it quickly and visibly.

- 8) Respect confidential, proprietary and personal/private information of members or potential clients

### **List of Prohibited Activities**

Posted content that falls under the list of prohibited activities may be deleted from the social media platform or network by a representative of the TAM Social Media Committee.

- Any use of vulgar or offensive language
- No self-promotion or endorsement of commercial products or services in the discussion groups on Linked In or Facebook
- No political endorsements
- No attacks from a personal viewpoint so that we maintain the respectful awareness that there many worldviews, values and belief systems.
- Disregard of the above Guidelines.