

AIHA Social Media Guidelines

BACKGROUND

Social media or “social” (for short) refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks through various popular and commonly used apps on the world wide web. AIHA actively uses Facebook, Twitter, LinkedIn, YouTube, and Instagram to engage with AIHA Members and the public at large.

Volunteer groups and local sections are encouraged to create their own social media pages and groups. AIHA National wants to help share your news, information, activity, and updates of interest to the greater IH community, and help volunteer groups and local sections further *their* goals and objectives through our extensive reach. AIHA’s own social media channels reach:

- 1) a Twitter audience of over 7,000 followers;
- 2) a Facebook base of over 3,500 fans;
- 3) a LinkedIn business page audience of over 4,000 followers;
- 4) a newly launched and budding Instagram audience of almost 200 followers.

AIHA’s goal in adopting this policy is to encourage responsible and consistent engagement and communication with our public. **Please note that this policy is only applicable to social media accounts set up on behalf of AIHA.** This does not apply to personal accounts, but rather “business” accounts formed under the auspices of using AIHA’s name and/or affiliated communities, local sections, councils, and volunteer groups of any kind.

In general, AIHA recommends and asks that all members, volunteers, subject matter experts (SMEs), and Board Members engaging in social media activities on behalf of AIHA follow these guiding principles:

GENERAL GUIDELINES

1. Creation of Groups and Accounts

As soon as you decide to launch a social media channel on behalf of AIHA, please notify the social media manager at AIHA National (awilcox@aiha.org) so we can be sure to connect/follow one another within the channel, and assist in providing any additional guidance on best practices for that social media account. This includes, but is not limited to: LinkedIn group pages or business pages, Facebook business pages and accounts, Twitter accounts, Pinterest, Flickr, blogs, and beyond. AIHA is happy to serve as a resource to you in launching and gaining traction on your new social media channel, as it is mutually beneficial for local sections and national to collaborate and cross-promote for maximum impact of message.

2. Questions to Pose/Satisfy Before the Creation of a New Social Media Channel

- Is the audience there? How will they react? What do you want to do? What do you want to achieve?
- Is the proposed channel the right place to reach your intended audience?
- Who will own the page? Manage the page? Cultivate presence and audience?
- Is there absolute clarity about the goal?
- Who will manage the account? Sourcing, publishing, monitoring, coordinating replies, and responding to incoming messages should be calculated. Evaluation and metrics will take approximately one half day every month.
- Are there evaluation tools in place?
- Is there a strategy for response?
- Is there a succession plan in place in case the account manager leaves the volunteer group or local section?

If the channel satisfies the above requisites, here is a process for creating the channel:

- A. Designate social media account manager (s)
- B. Notify AIHA and provide the account manager's name and contact information
- C. Create channel, making sure to adhere to AIHA's branding guidelines.
 - Branding
 - We encourage you to create your own logo for the social media page. There should be no use of the AIHA stand-alone logo. Groups that do not currently have their own logo, or cannot develop one for their local section can request a brand- specific logo from AIHA, following the local sections brand guidelines found here: <https://www.aiha.org/get-involved/LocalSections/Documents/LS%20Branding%20Guidelines.pdf> .
 - The profile text will read: AIHA (followed by name of local section, volunteer group, etc.)
 1. Example: AIHA Georgia Local Section; followed by your groups URL: (e.g. <http://www.georgiaaiha.org/>).
 - You may choose the background image for the social media page (city skyline, basic color, etc).
- D. Invite AIHA to join your new social media channel through the social media channel, and to be safe, email AIHA National's social media manager at awilcox@aiha.org to be added to the appropriate channel.

3. Types and Purposes of Social Media Accounts, and Connecting with AIHA:

Below is a list of AIHA national's social media accounts, our account "handles," and generally how each channel should be used. As a general best practice, be sure to tag AIHA's accounts in your posts for increased activity and engagement. Get retweets (RT), new follows through our wide audience, additional shares and likes, and "shout-outs" and mentions.

- **Facebook:**
 - Handle to tag: @AIHAGlobal
 - Social page: <https://www.facebook.com/aihaglobal/>
 - ...to highlight news and information about your volunteer group/local section personalities, activities, and events. Especially great for posting photos and albums. Periodically, go into others' accounts and like or share their content for increased engagement.

- **Twitter:**
 - Handle to tag: @AIHA
 - Social page: <https://twitter.com/AIHA>
 - ...to share IH/OEHS industry updates and AIHA news/announcements
 - Volunteer groups and local sections are encouraged to follow AIHA hashtags to keep abreast of AIHA and AIHA-related news and events (see hashtags below, and follow AIHA to stay up to date on new campaigns)

- **LinkedIn:**
 - Handle to tag: @AIHA (then select American Industrial Hygiene Association from dropdown)
 - Social page: <https://www.linkedin.com/company/aiha/>
 - ...to engage and network with fellow IH/OEHS professionals and AIHA members; share only the most influential content in IH/OEHS industry news, professional achievements and awards, and especially jobs.

- **Instagram:**
 - Handle to tag: @InstaAIHA
 - Social page: <https://www.instagram.com/instaaiha/>
 - ...a fantastic place for photos, and creating awareness about the profession, especially with students and early career professionals. While it's difficult to share links to outside sites, Instagram is an ideal place for hashtagging content. Take a selfie of you on your job, and use any of the frequently used hashtags. Tag our Instagram account to notify AIHA to "like" and regram!

4. Engaging with a mutual audience through tagging accounts and “hashtags”:

In addition to tagging the AIHA accounts mentioned above, through frequency of discussion, as well as key campaigns, below is a list of popular hashtags used in our community on social media channels. By using these hashtags, you are adding to the conversation tagged with that particular comment:

#AIHceEXP - The official conference hashtag of AIHce EXP.

#IAMIH - Join the movement! Help create awareness about the profession - take a selfie, show yourself in action at work, or a day in the life! Great for Instagram.

#LeadershipChallenge – Annual IAMIH outreach challenge. Eight national regions compete against one another for leaderboard points. Do an outreach presentation using any of AIHA’s many outreach tools and resources -- or create your own! -- and get Leadership Challenge “points” for your region. Region with the most “points” gets bragging rights. Post a photo and mention of your presentation to Twitter or Facebook with this hashtag for credit.

#IHProPath -- Identifies the IH Professional Pathway program, speaking to the professional career path IH's take, from student and early career professional, to professional and senior professional.

#IHHeroes - Anyone who stands up for worker health, and protects workers' lives IS an **#IHHero**. Let's give them a shoutout!

#SafetyMatters - The focus on teen safety, a campaign started by AIHA past president Steve Lacey. Also **#SafeTeensAtWork** is great to work into the conversation. Connect with Safety Matters Task Force Chair **@PIDGirl / Jennifer Maclachlan** on Twitter, and AIHA’s Director of Government Relations **@AmesAIHAGR / Mark Ames** overseeing the effort and all things policy related.

#AIHFoundation - Scholarship foundation of AIHA, awarding over \$130K to 51 students, host of the annual **#FunRun**. And now, **tag @AIHFoundation on Facebook and Twitter!!**

5. Common Sense and Sound Judgment

Social media is a two-way medium and represents you as an individual. You should be ready and able to respond to any questions or direct messages in a respectful and timely manner. The content that you post should be professional in tone and grammatically correct. Remember that what you post online, whether in a blog, on a social networking site, or in the comments section of a website, is both public and permanent. Be professional, avoid confrontations, and present a positive image of yourself and



Protecting Worker Health

AIHA. Content postings should always be of interest, be timely, and demonstrate your professional knowledge.

6. Transparency: Identify Yourself and Your Affiliation with AIHA

If speaking about AIHA, identify yourself and your affiliation with AIHA. Make sure that your audience knows when you are speaking for yourself, and when you are speaking on behalf of AIHA.

E.g.: Michael Rosenow, MPH, CIH, CSP, AIHA Board Director

7. Respect

Social media postings should be meaningful and respectful – to AIHA and to other online community members. Communicate with your contacts as you would communicate with them in any other professional context, be that by email, telephone, or in person.

8. Discretion

Through your work with AIHA, you have access to information that is sensitive, confidential, or otherwise private. It is your responsibility to maintain the confidentiality of this information. Respect and comply with all applicable AIHA policies. When speaking about colleagues, collaborators, competitors, registrants, and AIHA members, keep your posts professional in tone and content.

9. Expertise

Subject Matter Experts (SMEs) are thought leaders in their fields and AIHA encourages you to share your knowledge with the public. When engaging on social media, write about what you know, while acknowledging the limits of your knowledge. SMEs serve as important spokespeople for AIHA.

Therefore, their social media activities have implications for AIHA's brand and reputation and also have the potential to help further its objectives.

10. Accuracy

Strive for accuracy in all your posts, including ensuring the accuracy of any third-party content to which you link. If you make a mistake, acknowledge and correct it as soon as you realize it. If someone else catches your error first, respond quickly and graciously. As a general rule, if you correct a previous post or modify a link, it is considered good practice to include a note that you have done so.

11. Guidance for Expressing Opinions

The same general guidance for expressing opinions on social media channels is also used for media interviews and speaking engagements. Avoid expressing opinions that directly contradict official AIHA positions.

12. Coordinate with AIHA Marketing and Communications Staff

The AIHA communications staff should be informed of any social media activities you engage in, so that AIHA staff can coordinate with you as appropriate (e.g., cross-linking to a LinkedIn post or blog comment). When in doubt, contact Ashlee Wilcox, AIHA Marketing Specialist at (703) 846-0763 or awilcox@aiha.org.