

Register of Professional Archaeologists

Social Media Policy

Dina Rivera, M.A. June 26, 2020

At Register of Professional Archaeologists (RPA), we know that online social platforms, including blogs, wikis, message boards, video and photo sharing websites, and social networking services, are constantly transforming the way we interact and interpret information. We also recognize the importance of the Internet in shaping the public view of our company and the archaeological profession. The RPA is committed to supporting your right to interact responsibly and knowledgeably on the Internet through blogging and interaction in all virtual spaces, especially social media. We want our members to share and learn from others in order to build a valuable online community.

The purpose of these guidelines is two-fold: First, the RPA has an aim to protect our organization's interests, including, but not limited to, the privacy of our employees and confidentiality regarding our business purpose, plans, partners, users, clients, stakeholders, communities and competitors. Second, these guidelines will help you make respectful and appropriate decisions about your work-related interactions with the Internet community.

Your personal online activity is your business. However, any activity in or outside of work that affects your performance, the performance of others at the RPA, or the RPA's business interests are a proper focus for this Social Media Policy. You must always assume that your work-related social media activity is visible to the RPA as well as current and potential employees, clients, partners, prospects, and competitors. The RPA reserves the right to direct its members to avoid certain subjects on official RPA social media sites and remove any inappropriate or distressing comments and posts. Our internal policies remain in effect in our workplace.

Guidelines for Discussing Register of Professional Archaeologists on the Internet

- You are not authorized to speak on behalf of the company without express permission from the Director, or another authorized RPA official/committee.
- If you have permission to discuss the RPA and / or our current and potential business activities, employees, partners, clients, or competitors, please follow these guidelines:
 - o **Identification:** Identify yourself. Include your name, and when appropriate, state your role or title within the Company.

- o **Disclaimer:** Use a disclaimer that "the views you express on the particular website are yours alone and may not necessarily represent the views of the RPA."
- o **Proof:** Support any statements made online with factual evidence.
- o Also, let your manager or managing committee know about the content you plan to publish. They may want to visit the website to understand your point of view.

Guidelines for Confidential and Proprietary Information

- You may not share information that is confidential and proprietary about the RPA. This includes, but is not limited to, company strategy, information about trademarks, upcoming product releases, sales, finances, number of products sold, number of employees, and any other information that has not been publicly released by the RPA without express permission from administration.

The list above is given as example only and does not cover the range of what could be considered as confidential and proprietary. If you have any questions about whether information has been released publicly or any other concerns, please speak with managing administration before releasing information that could potentially harm the community, the RPA, or our current and potential business interests, employees, partners, and clients.

For additional information on proprietary information, please review the RPA Codes and Standards and the contract you signed when you joined the RPA.

- The RPA's logo and trademarks may not be used without explicit permission in writing from the RPA. This is to prevent the appearance that you speak for or officially represent the RPA.
- It is fine to *quote* or *retweet* others, but do not attempt to pass off someone else's words, photography, or other information as your own. All copyright, privacy, and other laws that apply offline apply online as well. Always give proper credit to credit your sources when posting a link or information gathered from another source.

Ownership of Social Media Contacts

- Any social media contacts, including "followers" or "friends," that are acquired through accounts (including, but not limited to email addresses, blogs, Twitter, Facebook, YouTube, or other social media networks) created on behalf of the RPA are the property of the RPA.

- All social media policies and platforms will be reassessed regularly to be certain they accurately reflect and respect social and cultural changes.

Transparency and Disclosures

- If you have permission to publicly share what a stakeholder, client, partner, or other organization is doing, such as launching a new website or coming out with a new product, you must disclose your relationship to the other party.
- Do not discuss an organization or product in official RPA social media context in exchange for money. If you receive a product or service to review for free, you must disclose it in your post or review, or provide a disclaimer as outlined.

Respect and Privacy Rights

- Use common sense.
- Follow the rules of the social media sites you use.
- Speak respectfully about the RPA and our current and potential employees, clients, partners, and competitors.
- Write knowledgeably, accurately, and with appropriate professionalism. Despite disclaimers, your Web interaction can result in members of the public forming opinions about the RPA and its employees, partners and business interests.
- Refrain from publishing anything that could reflect negatively on the RPA's reputation or otherwise embarrass the organization, including posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct.
- Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable in the RPA's workplace. Please also show respect for topics that may be considered objectionable or inflammatory.
- Honor the privacy rights of our current staff, members, and partners by seeking their permission before writing about or displaying internal company information that could be considered a breach of their privacy and confidentiality.
- Ensure that your social networking conduct is consistent with the all policies contained in the RPA's [Codes and Standards](#).
- Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use insofar as there is no violation with RPA Codes and Standards.

Media

- Media inquiries for information about our company and our current and potential projects, employees, partners, clients, stakeholders, and competitors should be referred to the **Human Resources Department**. This does not specifically include your opinions, writing, and interviews on topics aside from our company and our current and potential products, employees, partners, clients, and competitors.

Non-Competition

- You may not sell any product or service that would compete with any of the RPA's products or services without permission in writing from the Director. This includes, but is not limited to trainings, books, products, and freelance writing. If in doubt, discuss this matter with your Director.

Your Legal Liability

- The RPA complies with all federal and state laws that apply to our operations and activities. Since you are involved in the RPA's operations and activities, you are responsible for understanding and observing these policies.
- Note that the breach of privacy and confidentiality, use of copyrighted materials, unfounded or derogatory statements, or misrepresentation may be considered illegal and is not accepted by the RPA.
- Each person at the RPA is personally responsible, and may be legally liable, for the content he or she publishes online. You can be sued for not disclosing your relationship to the RPA, or for purposely spreading false information. You can also be sued by company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment. In addition to any legal action, your activity can result in disciplinary action up to and including ***employment or membership termination***.
- If you have any questions, please ask the Public Relations Department for guidance on compliance with the laws.