SOCIAL MEDIA POSTING

The Chicago Chapter of IFMA promotes open communication and you are encouraged to tell the world about your involvement and share your passion. In doing so, we expect everyone who participates in online commentary to understand and to follow these important guidelines.

Please keep in mind that the overall goal is simple: to participate online in a respectful, relevant way that protects the reputation of the Chicago Chapter and of course follows the letter and spirit of the law.

Guidelines:

- Post meaningful, respectful comments; stay on-point and on-topic.
- If you are writing about the Chicago Chapter, use your real name and be clear about your role. Never represent that your post is the opinion of the Chicago Chapter.
- Linking vs. republishing: Whenever possible, link to content elsewhere on the Internet instead of republishing it.
- Respecting copyright: Use caution when publishing text, pictures, video or other content that was not created by the association. Unless specifically licensed otherwise, all created content is protected by copyright. If you want to use copyrighted material, you must obtain written permission from the original author of the content.
- When disagreeing with others' opinions, keep it appropriate and polite. When necessary, always disengage from the dialogue in a polite manner that reflects well on the Chicago Chapter.
- Never comment on anything related to legal matters or confidential Chapter information.
- Never participate in Social Media when the topic being discussed may be considered a crisis situation for the Chicago Chapter or IFMA National. Even anonymous comments may be traced back to your IP address.
- Be smart about protecting yourself, your privacy, and the Chicago Chapter’s confidential information.

THE LAW

The Communications Decency Act has provisions regarding immunity for Online Publishers. These sections protect the host of any online platform from liability when publishing comments from other users – even if those comments are derogatory, illegal, etc. To stay within these protections, there are two basic rules to follow:

- Don’t specifically solicit comments in a way that incites derogatory comments.
- Don’t edit the content of user comments. Rather, decide to either publish a comment intact or to delete it. Once the host of a discussion changes a user’s comment, the host becomes the publisher of that comment and may be held responsible for it.