

USAEE Social Media Policy and Guidelines

Approved March 25, 2019

Purpose: The USAEE wishes to use social media as a platform to increase awareness among its membership of issues, events and activities that would be of broad interest to the Association's membership.

Scope of Social Media Use: Designated members of USAEE, as outlined in "Permissions," below, would be given the user name and password to USAEE social media accounts. These individuals will be permitted to post items directly related to USAEE events and activities. With permission, social media postings may also extend to IAEE events and activities, or events and activities of the USAEE chapters. Examples of such events and activities include, but may not be limited to:

- ⌚ Announcements concerning the USAEE North American conference and IAEE conferences (with permission from and in coordination with the relevant individuals in IAEE);
- ⌚ Distinguished Lecture Series events, both in-person and online (such as the release of podcast interviews with DLS speakers);
- ⌚ Announcements about USAEE/IAEE written products of interest, such as articles in *Energy Journal*, *Economics of Energy and Environmental Policy*, and *Energy Forum*.
- ⌚ Pieces written under the *USAEE Dialogues* banner, with permission from the USAEE VP of Communications;
- ⌚ Announcements about events in which USAEE may partner with other organizations;
- ⌚ Other USAEE products deemed appropriate by the VP of Communications

Permissions: Only the following individuals will be permitted to post to USAEE social media accounts:

- ⌚ USAEE President
- ⌚ USAEE VP of Communications
- ⌚ USAEE Executive Director, or his/her direct designee
- ⌚ USAEE VP of Conferences

Other Association members wishing to have material posted on USAEE social media outlets should seek permission from the USAEE VP of Communications, who will post items on the behalf of others.

Limits: Only material and announcements related to USAEE or IAEE issues, events and activities will be posted under the USAEE social media accounts. USAEE Chapters may seek permission to publicize activities through the USAEE VP of Communications. Under no circumstances will material of a commercial nature be posted unless it is explicitly related to one of USAEE's activities as covered under the "Scope of Social Media Use."

Security: On January 1st of each calendar year, the Executive Director of USAEE or his/her designee will change the password on all USAEE social media accounts, and promptly relay new passwords to authorized users as listed in “Permissions.”