



AIA Minnesota

A Society of The American Institute of Architects

AIA Minnesota Social Media Policy: August 2010

Why AIA Minnesota has a Social Media Policy

Did you know that AIA Minnesota has a Social Media Policy? We have one because we represent 2200 members, and it's important to represent the organization and manage our social media presence as part of our brand.

If, as a member, you are interested in sharing some news about yourself or your firm's projects related to AIA Minnesota (i.e. your firm just won an AIA Minnesota Honor Award), individuals are free to do that on their own social media avenues. If, as a member, you are part of the Board of Directors, a committee or special event or task force through AIA Minnesota, it is that content, whether posted on your own social media avenue or via the AIA Minnesota and chapter's social media avenues, that is subject to review.

Defining Content Owned by AIA Minnesota

1. **Un-published content:**

Content owned by AIA Minnesota that is un-published includes information from all committee, board and other discussions/meetings held as an official meeting through AIA Minnesota or its chapters. We wish to protect this content to control the release of time sensitive information, accuracy and other variables. We want to be perceived by those following AIA Minnesota that the content is accurate.

2. **Published content:**

Content owned by AIA Minnesota that has been published in Architecture Minnesota magazine, Matrix e-newsletter, in mass mailings, on the web site and on any of our official social media accounts.

Guidelines for Content*

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live everyday, whether you're Twittering, talking with customers or chatting over the neighbor's fence. The responsibility to uphold AIA Minnesota values doesn't end when you are on your own personal time. For that reason, this policy applies to both AIA Minnesota sponsored social media and AIA Minnesota member's personal use as it relates to AIA Minnesota.

What You Should Do:

1. **Disclose your Affiliation:** If you talk about AIA Minnesota related matters that are within your involvement on a committee/ boards, etc. you must disclose your affiliation with AIA Minnesota.
2. **State That It's YOUR Opinion:** When commenting on the content you're posting. Unless authorized to speak on behalf of AIA Minnesota, you must state that the views expressed are your own.

3. **Protect Yourself:** Be careful about what personal information you share online
4. **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself. If you are not a vice president, don't say you are.
5. **Honor Our Differences:** AIA Minnesota will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

What You Should Never Disclose:

1. **The Numbers:** Non-public financial or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.
2. **Promotions:** Internal communication regarding promotional activities
3. **Personal Information:** Never share personal information about other AIA Minnesota members.
4. **Legal Information:** Anything to do with a legal issue, legal case, or attorneys.
5. **Anything that belongs to someone else:** Let them post their own stuff; you stick to posting your own news.
6. **Confidential Information:** Do not publish, post, or release information that is considered confidential or top secret.

** The points in the "Guidelines for Content" section are based on the social media policy for Best Buy, which states: "Be smart. Be respectful. Be human."*

Guidelines for Groups within AIA Minnesota

1. Our current strategy is to populate the AIA Minnesota Facebook page, LinkedIn and Twitter accounts with information from all of our committees and groups. We have started gathering this information by asking for up-to-date mission statements and committee activities.
2. We request that any committee/group that wants to go off on their own, begin by contributing to the AIA Minnesota social media accounts first to ensure that you have people dedicated to doing this so that consistent content is created. Once this has been established and if there is interest, we can have a discussion to create individual accounts. We took the liberty months ago to set up urls/ addresses for several chapters/committees so we own the rights to those once they're ready to be developed. Please check with Jennifer to ensure your group is on the list.

How to Get Started with Social Media on Behalf of AIA Minnesota

1. Determine in your committee/group which Social Media avenue(s) make the most sense for your use.

2. Find a person(s) in your your committee/group that can be dedicated to social media postings and the timing, frequency, content of posts.
3. Choose whether those person(s) want to be added as admin to an AIA Minnesota account, or send information to Jennifer to have posted on their behalf.
4. Make sure your group/committee members and others outside AIA Minnesota that may be interested in your activities are invited to join the group or conversation on the appropriate social media.
5. Start posting (See the AIA Minnesota Social Media How-To document)

Content Resources within AIA Minnesota

- RRS feed – of all our of press releases or go to: <http://www.aia-mn.org/ext_outreach/media/pr.cfm>
- Matrix enewsletter
- Web site
- Bi-monthly Emails
- *Architecture Minnesota* magazine

AIA Minnesota's Current Presence in Social Media

Note: some of these groups started their groups/pages before we had a policy and have been running it successfully on their own. They are grandfathered in.

AIA Minnesota:

- * Blog: <http://thresholdblog.org/>
- * LinkedIn Group, http://www.linkedin.com/groups?gid=2843936&trk=hb_side_g
- * Facebook Page, <http://www.facebook.com/aiampls>
- * Twitter account, <http://twitter.com/aiamn>

AIA Minneapolis:

- * LinkedIn Group, http://www.linkedin.com/groups?gid=3061496&trk=hb_side_g
- * Facebook Page, <http://www.facebook.com/aiampls>
- * Twitter account, <http://twitter.com/aiaminneapolis> and <http://twitter.com/aiampls>

AIA Minnesota Committees/Events:

- * Facebook page for **Homes by Architects Tour**: <http://www.facebook.com/hbatour>
- * LinkedIn Group for **AIA Minnesota BIM Breakfast Club**:
<http://www.linkedin.com/groups?gid=1993409>

Facebook page for the AIA Minnesota Emerging Professionals Committee: new *url to come....*