

Official Use of social media

Authority to represent the Australasian Colloid and Interface Society (ACIS)

ACIS' official social media presence is currently administered by the ACIS Communication Committee. An ACIS member may contribute to social media under Official Use where they have express written authorisation from the Communication Committee, but only in accordance with the terms of the written authorisation and these guidelines.

ACIS members who have not obtained express written authorisation from the Communication Committee are prohibited from purporting to make posts on social media on behalf of ACIS or from posting content which could lead to a reasonable inference that they are representing ACIS under Official Use.

Profiles, pages, blogs or otherwise, on any platform of social media, must not be set up on behalf of ACIS.

Expected Behaviours

The same high standards of conduct and behaviour apply to ACIS members participating in Official Use of social media activities as when interacting with traditional media and public. Online participation should reflect and uphold the values, integrity and reputation of ACIS.

When participating in Official Use of social media, authorised ACIS members must abide by the [ACIS Constitution](#).

An ACIS member who is authorised to perform Official Use of social media must, in the course of using social media for Official Use:

- behave honestly, with integrity and impartially for a proper purpose in compliance with applicable laws, policies, procedures and lawful directions
- not disclose or refer to any information that is protected by a dissemination limiting marking (such as 'For official use only') or is commercially sensitive to ACIS
- act with care and diligence and not do anything that may disparage or damage ACIS in anyway
- not use social media in a way that is defamatory, discriminatory, harassing, vilifying, obscene, abusive, rude, insulting, threatening, unlawful, or is an invasion of privacy
- treat everyone with respect, courtesy and fairness and in a non-discriminatory manner
- not express personal opinions

Moreover, to the best of their knowledge they should endeavour to:

- ensure that all published information does not infringe on the intellectual property of third parties
- ensure the communication has approved use of current ACIS branding and/or logos
- ensure that all published information is accurate and not misleading
- ensure that any content posted complies with current ACIS policies.