

## **AKGA-Social Media Guidelines**

Exposure on social media is an important part of the AKGA's interaction with its membership and other Kiko goat breeders. Social media helps create impressions of the Association and helps to shape its reputation. It is the duty of the AKGA to protect and preserve the reputation and integrity of the Association and by extension its membership. Association members, staff, and the Board of Directors are expected to follow the AKGA Social Media Guidelines while conducting themselves on any social media sites where meat goat business or discussions are conducted.

### **Guidelines for operation of AKGA's social media sites: (AKGA Facebook Groups etc)**

- a. Social media sites must be in alignment with the mission of the AKGA.
- b. If the site warrants being private, the criteria for who will be allowed to join the site or group must be documented on the site.
- c. A minimum of two coordinators will be assigned to the site for its ongoing operation.
- d. If a current member were to be denied access to any AKGA administered sites or groups, notice should be presented to the BOD. Reasoning for exclusion should be made available at that time also.

### **Guidelines on contributions to AKGA and other social media forums:**

While the AKGA strongly encourages member participation on social media, the AKGA Membership expects that all members and affiliates keep social media interactions civil and within the guidelines outlined.

Social media contributors should use the following types of comments:

Positive statements – Well-reasoned and thoughtful support of a point is useful and helpful.

Negative Statements – only those negative statements that are constructive criticism or commentary which are also relevant to the association business points at hand (and are not personal attacks) can highlight areas that need change or improvement.

Social media contributors should not use the following types of comments:

Positive statements: which also contain offensive or personal commentary or attacks.

Negative statements: which are not professional and business-like. Such statements do not help to achieve the Association's positive goals.

Negative statements: which contain negative references to other livestock breeders, sales entities or goat-business professionals.

Negative Statements: which contain gossip, here-say or any allegations of wrong-doing or illegal activity which have not been successfully proven in a court of law.

## **Addendum to AKGA Social Media Guide lines:**

### **Guidelines for AKGA Members Posting on Social Media**

Common courtesy will help everyone stay on the appropriate path toward constructive social media groups and sites. A membership driven group should keep the good reputation of the entire general membership of the AKGA in mind when interacting on all social media site venues.

The following guidelines are expected behavior of AKGA members interacting on both AKGA and non-AKGA social media sites and groups.

### **Guide lines and expectations of proper conduct by Association members on social media sites.**

**Be respectful:** When you post about the AKGA, its services, employees, members, leadership or competitors; use good judgment and be professional and respectful.

It's fine to disagree, as long as you do so in a civil way and you're not offensive. Keep in mind that you are indirectly representing your fellow members and treating others as you would like to be treated will go a long way toward representing you, your farm, the association and the Kiko breed appropriately.

**Be part of the conversation:** When appropriate, link to other sites, articles, blogs, and media on the same topic. And of course, link the AKGA website when appropriate. Observing alone does little or nothing to contribute positively.

**Avoid inappropriate topics:** We want you to generate interest, but there are many ways to do that without offending readers or placing the Association in the midst of a controversy. All association policies, including those that prohibit harassment, discrimination, and unprofessional conduct, apply with equal force to your online posts. Be aware that speech and words that are not in keeping with the AKGA social media guidelines may lead to complaints to the AKGA on ethical grounds.

**Clearly state personal opinions as being only your own:** AKGA volunteer leadership members or employees are expected not to include reference to their position in the midst of discussions, in which they have chosen to participate, in a personal capacity. If such members would like to interact with someone from that public discussion in their capacity as a leader or employee within the association, they should do so directly and separately from the social media forum.

### **Separation of AKGA role and personal opinions:**

If you post to a social media site outside of the "AKGA Members" social media Facebook group where it is possible that your own personal opinions could be confused with that of the AKGA, its Board of Directors, Employees or Membership - please clarify the posting and that the opinions expressed are only your own and do not necessarily represent the AKGA's positions, strategies, or opinions.

**Be Transparent:** If you have vested interest in a situation that you are discussing, be the first to point it out and be specific of what it is.

**Add Value:** Make your words helpful and thought provoking.

Build community between all breeders by posting content that invites responses and then stay engaged.

**Stay Humble:**

If you make a mistake, admit it. Be upfront and be quick with your correction of your mistake.

**Protect:** If you are online, you are on record. Everything on the Internet is public and searchable. What you write is ultimately your responsibility.

**Respect Appropriate Confidentiality:** Never reveal AKGA confidential or sensitive information. Off limit topics should include: Litigation, non-published financials and unreleased or non-approved information for release.

**Think before you post.** Remember, as a member, employee or BOD member your posted content represents you and the AKGA to the public. The membership expects that representation to be positive.

As a member, employee or Board member of the AKGA you are creating perceptions and affecting the reputation of the membership as a whole, in addition to the actual association itself. This set of guide lines aims to aid all association members in making good decisions when it comes to social media contributions which may reflect on the association.