Western Society of Weed Science Social Media Policy.

This policy provides guidance for member or employee use, on behalf of the Western Society of Weed Science (WSWS), of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Procedures
The following principles apply to professional use of social media *on behalf of the society* by its members, employees, board members and volunteers.

- Members and employees need to know and adhere to the WSWS Social Media Policy, Constitution, and Bylaws when using social media in reference to the society.

- Members and employees should be aware of the effect their actions may have on their images, as well as that of the society. The information that employees post or publish may be public information for a long time.

- Members and employees should be aware that the membership, and the Board of Directors may observe content and information made available through social media. Employees should use their best judgment in posting material that is not inappropriate, harmful or contentious to the society or the membership.

- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. Additionally, members and employees should not include personal opinions or assume that their opinions are shared by the entire membership. WSWS recommends refraining from posting or sharing brand or product related posts on WSWS sites/accounts.

- Members or employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential members should check with the Board of Directors or the Public Relations Committee.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Members or employees should refer these inquiries to the Board of Directors or the Public Relations Committee.

- If members or employees encounter a situation while using social media that threatens to become antagonistic, members should disengage from the dialogue in a polite manner and seek the advice of the Board of Directors or the Public Relations Committee

- Members or employees should get appropriate permission before referring to or posting images of current or former employees, members, vendors or suppliers. Additionally, members and employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Members and employees shall not use the Society's social media for personal use or personal gain (i.e. self-promotion, advertising for money, etc.).

- Violation of this policy may result in blocking the member or employee from using the Society's social media, and possible revocation of membership, depending on the severity of the violation.

- While all members are free to reference the Society and dialog about its information and content, official social media releases providing the stance of the Society on issues/topics, particularly those that are controversial must be approved by the Board of Directors

- General social media posts by volunteer members and employees should pertain to the Society's activities, member accomplishments, novel weed science news, annual meeting information, and other non-contentious issues, and can occur without approval by the Board of Directors or Public Relations Committee as long as it is within the bounds of the previous clauses.