

APPA Online Community Etiquette and Guidelines

Thank you for being part of the APPA online community. Participation in the APPA online community is voluntary and by participating on social platforms that are APPA branded, you agree that you have read and will follow these guidelines.

To ensure the best possible experience for all community members, we have established some basic guidelines for participation.

We understand that the world and our members are becoming more social and building community through online connections. As such we encourage all to participate in our online community. APPA hosts several pages using public tools such as Facebook, Twitter, LinkedIn, and YouTube along with our private members' only social network. All of these platforms are great tools to the advice from your peers, learn from their experience, and participate in an ongoing conversation.

Please take a moment to acquaint yourself with these important guidelines. If you have questions about these guidelines or the tools themselves, contact the APPA member & community engagement team (membership@appa.org).

In order to preserve a climate that encourages both civil and fruitful dialogue, APPA reserves the right to inquire with users as to any posts, delete posts, or suspend or terminate accounts of members who are in violation of these guidelines.

The Guidelines

- Be courteous and respectful to others participating on the online community platforms. The discussions on the community platforms are meant to stimulate conversation not to create contention.
- No selling, solicitation, advertisement, or promotion of products or services is permitted on the community platforms.
- Do not post commercial messages relating to specific transactions or business dealings. Contact people directly with product and service information if you believe it would help them.
- Community messages should not contain promotional material, special offers, job offers, product announcements, or solicitation for services. APPA reserves the right to remove such messages and potentially ban the sources of those solicitations. Use caution when discussing products. Information posted on any platform is available for all to see, and comments are subject to libel, slander, and antitrust laws.
- Do not use offensive, defamatory, hateful, profane, threatening, abusive language, illegal materials or harass or spam other members.
- Send your message only to the most appropriate platforms.
- Do not post anything that you would not want the world to see or that you would not want anyone to know came from you.
- Do not post any information or other material protected by copyright without the permission of the copyright owner.

- APPA and other participants have the right to reproduce postings. However, please ask participants for permission to republish their words elsewhere (especially if elsewhere would be a publicly viewable setting).
- When citing community discussions, please include a link back to the original discussion or to the community homepage.
- Content should not be posted if it encourages or facilitates:
 - Members to arrive at any agreement that either expressly or implied leads to price fixing, a boycott of another's business, or other conduct intended to illegally restrict free trade; or
 - An agreement about the following subjects are inappropriate: prices, discounts, or terms or conditions of sale; salaries; profits, profit margins, or cost data; market shares, sales territories, or markets; allocation of customers or territories; or selection, rejection, or termination of customers or suppliers.
 - Any other action that may be in violation of any APPA antitrust compliance policies or procedures.
- Report any content or action that you feel violates community guidelines.

Community Etiquette

Transparency is very important in gaining trust in online relationships; therefore, be clear about who you are (name and title) and who you work for (organization) when posting on any platform. This means including your real name on your Facebook and Twitter accounts along with disclosing your employer and using a profile picture of your likeness and **not** your company's logo.

Decide which platform is best for your message. Just sharing a link? Twitter might be best. If sharing an article with your comments then Facebook might be better. Want to start conversations around a topic? That is best served on LinkedIn or APPA's online community.

The Legal Stuff

These social media pages, accounts and sites are provided as a service of APPA. APPA is not responsible for the opinions and information posted on these sites by others. APPA disclaims all warranties with regard to information posted on these sites, whether posted by APPA or any third party; this disclaimer includes all implied warranties of merchantability and fitness. In no event shall APPA be liable for any special, indirect, or consequential damages or any damages whatsoever resulting from loss of use, data, or profits, arising out of or in connection with the use or performance of any information posted on this site. Please refer to APPA's Privacy Policy and Terms of Use for more details.

In addition, by posting material on any APPA community platform, you grant APPA and the members of this Community the nonexclusive, world-wide, transferable right and license to display, copy, publish, distribute, transmit, print, and use such information or other material in any way and in any medium, including but not limited to print or electronic form. APPA reserves the right to modify and/or change these guidelines without notice.

APPA does not actively monitor these sites for inappropriate postings and does not on its own undertake editorial control of postings. However, in the event that any inappropriate posting is brought to APPA's attention, APPA will take all appropriate action.

APPA's privacy policy is located here: <https://www.appa.org/privacy-policy/>

Guidelines and Policies for Member Created Communities

Welcome to APPA's online community! It is the best space to participate in in-depth discussions and receive feedback and resources from other colleagues and peers and you are encouraged to join and will find it easier, to solicit responses from communities that are thriving and have active participants.

The ability to customize and create your own community using this platform is an excellent added membership benefit and we at APPA want your community to become as successful as possible.

Use these items/ questions to consider your engagement before hitting that 'create' button:

- I believe there is a specialized market or interest in the community?
- What do you want to have accomplished in the community?
- How will I inform other members of this new community?
- Can I provide content for the community to help encourage discussions?
- I have searched for communities with similar titles.
- This community is not based on a one-time event.

Please keep in mind some measures of success for communities are:

- Frequent discussions
- One post per day to the community
- Posts/discussions that solicit responses from members
- Community norm is equivalent to the #of members versus the # of discussions posted

With that being said APPA does reserve the right to delete a community without prior notice that is no longer active and all participants may be placed in a more active and vibrant community based on the criteria below:

No discussions since creation or within the last six months.

If there have been no discussions and the library entry is at least six months old, then the library may be archived and the community will be deleted.

If there has been low activity or minimal discussion (i.e., no feedback is received from members of the community).

The discussions would be more beneficial in another community.