

## **Social media policy statement:**

The use of social media is an interactive way to share information and engage with others. However, it does present risks and carries great responsibilities with those that use it in all capacities. When you are on social media you are representing ABA and its brand image, this can carry over into your own personal use. To help ABA staff, and subsidiaries use social media responsibly ABA adopted the following rules and policies.

Only approved individual may post on behalf of ABA on ABA's approved accounts:

1. **Keep the ABA values in mind.** When posting ideas or opinions it is important to always be respectful.
  - a. Make sure your communication is done in good taste.
  - b. Be aware of what content you are linking in posts. Always keep in mind that if the link redirects users to another site it can imply endorsement of the content and/or ideas.
  - c. Never belittle or insult anyone, including competitors.
  - d. Inappropriate language is never acceptable.
2. **Protect confidential information and relationships.** Any postings or conversations that take place online are not private and can be shared by others. Also, what you post or conversations you may have will be online indefinitely.
  - a. Avoid identifying, discussing, calling out or pinpointing others-this includes members, competitors, your friends and co-workers-unless they have given their permission.
  - b. When posting information from other sources, such as other users' pictures or copyrighted information, you must first obtain permission.
  - c. Never discuss ABA, or subsidiary information including memberships, company finances, strategies, product information, unannounced ventures or anything that is confidential.
3. **Don't get frustrated or angry.** Social media is another forum where individuals can interact and share with one another, and opinions will sometimes be different. It is important to remember that when you are faced with an opinion that is different from your own you stay calm. You may express your views but in a respectful and logical manner. Never engage in an argument, and correct mistakes if needed. There will even be times when ignoring a comment is the best policy, especially if the comment is coming from a user who is not being respectful to you.
4. **Timing is key.** Social media happens in real time, and keeping with this trend is very important. Make sure that that content is fresh, respond to questions and update information regularly, and correct information as needed.

5. **Be careful with company and personal information.** There are criminals all over the internet, and many are very clever. Keep in mind that some of these criminals can take information that you post online and use it to later impersonate you or someone you know, they can even reset your passwords. Be careful with what you are posting about yourself and anything related to ABA.

6. **Keep your guard up.** Criminals often take personal information from sites like Twitter or Facebook and use that to send YOU a corrupted email that appears to be from a trusted source. This practice is referred to as phishing and can cause major problems for you or ABA. Never click on a link or open an attachment unless you are 100% sure it's from a source you trust. Look to make sure the language and the tone used is similar to what the source often uses. If it's an email informing you there is a problem with an account and provides a link be cautious before you click the link, you might even want to do some research to make sure it's not a scam.

#### **Employee's personal social media accounts:**

##### **1. Be transparent.**

a. Even when you are speaking as an individual, on your own accounts, users can still assume that you are speaking on behalf of ABA. If you have a personal blog, Facebook, Twitter, etc. and write about topics related to the motorcoach, hospitality, tourism industries or other topics related to ABA it is very important that you are forthcoming with the fact that work for ABA but are in no way the voice of the organization. A good way to articulate this point is by having a disclaimer with your personal account, something to the effect of: "The opinions and ideas expressed are my own and don't reflect those of ABA."

b. Even if an individual has a disclaimer on their personal account they still must be mindful of what they post. As an employee you are still connected to ABA, and this does make ABA vulnerable. Avoid making any slanderous or libel claims about ABA, ABA subsidiaries, competitors, co-workers, etc. Other terms of violation include, but are not limited to, promoting any of the following: use of a term that is a slur or hate speech toward any group or persons, support of illegal actions, online bullying, laws governing defamation, discrimination, harassment, and copyright and fair use.

c. Use of company and subsidiary, logos is strictly limited to those who are authorized to do so when communicating on any platform. Do not use any ABA, or subsidiary, logos on your personal blog, Facebook, Twitter, etc.

d. If you find yourself in a discussion that is related to ABA or its subsidiaries, don't make unsubstantiated claims. If something needs a response or comment let the ABA Communications Department or the CEO know, and one will come from an official source such as ABA's Twitter account.

**Violation of the ABA Social Media Policy may subject an employee to disciplinary action up to and including dismissal.**

ABA values the benefit that social media can provide to this organization, its subsidiaries, and individual users. These policies are meant to protect the interest of all parties, and not meant to stifle fruitful dialogue. If you ever have a question about any of the policies mentioned, or feel that something has been overlooked, please email your concerns to the ABA CEO.