

Purpose: To provide guidelines to how the PMI Los Angeles Chapter (PMI-LA) uses social media while protecting the professional reputation of its members.

PMI-LA encourages the use of social media to further the Chapter goals and objectives and has an interest in protecting the professional reputations of its members and the reputation of the organization. We expect all who participate in social media on behalf of PMI-LA and its related groups to understand and follow these guidelines.

Social Media Policy

With regards to social media accounts, any and all accounts used for conducting business and/or facilitating in the PMI-LA social media effort, may be considered PMI-LA property (e.g., PMI-LA branded accounts). All usernames, email addresses, passwords, and other relevant accounts will be sealed and maintained by the PMI-LA Director of Social Media.

Establishing a PMI-LA account or becoming an official Chapter representative that shares information about the Chapter and the professional area we represent, requires approval from the Chapter. Only accounts approved by the Chapter may display the PMI-LA logo.

All PMI-LA social networking moderators shall be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy. Annually, our policies will be reviewed and revised.

The Chapter reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law:

- Comments not topically related to the particular site article being commented upon
- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity

- Information that may tend to compromise the safety or security of the public or public systems; or
- Content that violates a legal ownership interest of any other party

Member Conduct

- Be mindful of your association with the Chapter. Your behavior online should be consistent with the ***PMI Code of Ethics and Professional Conduct***.
- Members are liable for anything they post online.
- Identify yourself by using the first-person singular. You are speaking as an individual not on behalf of the Chapter.
- If you have an individual site that refers to or has an influence on the Chapter, use a disclaimer such as “The views expressed on this site are my own and not those of PMI-LA”.
- Do not cite vendors, suppliers, fellow members, directors, or any other Chapter stakeholders without their approval.
- Use of PMI-LA social media for personal gain or for solicitation of members is strictly prohibited.
- If a Chapter response is required, please submit it to PMI-LA Social Media team to handle the posting.
- Respect proprietary information, content, and confidentiality; As a volunteer, you may sometimes be privy to confidential information ... *When in Doubt, Leave it Out!*

Social Media Team Conduct

- Be sure to credit your sources when posting a link or information gathered from another source. Ensure you are not infringing copyright rules.
- Add value to the Chapter through your interaction. Provide worthwhile information and perspective.
- Stick to your area of expertise and provide unique, individual perspectives on what's going on at PMI and in the world.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting; Google has a long memory. What you publish is widely accessible and will be around for a long time so consider the content carefully.
- Respond to comments in a timely manner.
- If you realize that you've made a mistake, try to correct it promptly.

- Respect proprietary information, content, and confidentiality. As a volunteer, you may sometimes be privy to confidential information ... *When in doubt, leave it out!*

Chapter Hashtag: #IamPMILA

Final Thoughts

Use of social media platforms in accordance with this policy can be a very effective and powerful communication tool. As always, use your best judgment. Remember that there are always consequences to what you publish. If you are unsure whether certain content is appropriate to share online, then don't post it. It's better to be safe than sorry. Review the suggestions above. If you're still unsure, and it is related to Chapter business, feel free to discuss it with a member of the Board or the SocialMedia@pmi-la.org. Ultimately, however, you have sole responsibility for what you publish in any form of online social media. Finally, enjoy the new connections and have fun.