



The Register
of Professional
Archaeologists

REGISTER OF PROFESSIONAL ARCHAEOLOGISTS

SOCIAL MEDIA POLICY *UPDATED JUNE 2023*

Online social platforms include blogs, wikis, message boards, video and photo sharing websites, and social networking services. These platforms are continuously transforming the way we interact with and interpret information. The Register recognizes the importance of digital resources in shaping the public view of our organization and the archaeology profession. The Register is committed to supporting the rights of individuals to engage responsibly and knowledgeably on the internet through blogging and interaction in all virtual spaces, especially social media. We want our members to share and learn from others as well as build a valuable online community.

The establishment of these guidelines ensures that the Register carries out a regular exchange of information with our Registrants, sponsoring/affiliated societies, and the wider public. The Register's goals include creating a living policy that evolves as virtual spaces change and grow to build sustainable relationships with other virtual identities, promote communication and scientific literacy, as well as expand and support the digital community of stakeholders. Our presence in virtual spaces participates in the continuing dialogue affecting the archaeological profession, social developments, local and global current events, and so forth.

The purpose of these guidelines is two-fold: First, the Register has an aim to protect our organization's interests, including, but not limited to, the privacy of our employees and confidentiality of our business purpose, plans, partners, users, clients, stakeholders, communities, and competitors. Second, these guidelines will facilitate respectful and appropriate decisions about work-related interactions in the digital world.

Activity within or outside work that affects an individual's performance, the performance of others at the Register, or the Register's business interests are the focus of this Social Media Policy. Users should always assume their work-related social media activity is visible to the Register as well as current and potential employees, clients, partners, prospects, competitors, and other stakeholders. The Register reserves the right to direct its Registrants to avoid certain subjects on official Register social media sites and remove any inappropriate or distressing comments and posts. Our internal policies remain in effect in our workplace.

Guidelines for Discussing the Register of Professional Archaeologists on the Internet

Officers, directors, and employees of The Register are prohibited from making public statements or postings that purport to speak for or on behalf of The Register. Do not represent yourself as a spokesperson for The Register. If it is necessary to mention The Register in a personal posting, be clear and open about your connection to The Register and make it clear that your views do not represent those of The Register.

- You are not authorized to speak on behalf of the company without express permission from the President or Executive Director.
- If you have permission to discuss the Register and/or our current and potential business activities, employees, partners, clients, or competitors, please follow these guidelines:

Commented [DR1]: Add:

- Context for vision, goals for SM, flesh out details as pertains to register goals
- Building communication, community etc.
 - How can we do that better?
- What if practices, specific practices
- Expanded to include the bigger picture

- **Identification:** Identify yourself including your name and, when appropriate, state your role or title within the organization.
- **Disclaimer:** Use a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of The Register.”
- **Proof:** Support any statements made online with factual evidence.
- **Transparency:** Notify your supervisor or Executive Officer of the content you plan to publish. They may want to visit the website to understand your point of view.

Guidelines for Register endorsement on Social Media platforms

Participation in public virtual spaces as a representative of the Register requires careful analysis when sharing or endorsing statements, images, or other content posted by other social media users. Sharing, ‘liking’ or commenting on content as a representative of the Register carries the implicit endorsement of the Register and should only be used in official, professional capacity.

Guidelines for Confidential and Proprietary Information

Information that is confidential and/or proprietary about the Register must not be shared. This includes, but is not limited to, company strategy, information about trademarks, upcoming product releases, sales, finances, and any other information that has not been publicly released by the Register without express permission from the administration.

The list above is given as an example only and does not cover the range of what could be considered confidential and proprietary. If you have any questions about whether information has been released publicly or any other concerns, please speak with the President or Executive Director before releasing information that could potentially harm the community, the Register, or our current and potential business interests, employees, partners, and clients.

For additional information on proprietary information, please review the Register’s Code of Conduct, Standards, and Policy Manual, all of which offer guidance.

- The Register’s logo and trademarks may not be used without explicit permission in writing from the Register. This is to prevent the appearance that you speak for or officially represent the Register.
- It is acceptable to *quote* or *retweet* others. If you use someone else’s words, photography, or other information, please provide proper attribution. All copyright, privacy, and other laws that apply offline apply online as well.
- Anything related to investigations of possible ethics violations and the individuals involved in any investigations will be kept confidential and are not to be discussed in public virtual spaces.

- If there is a post that is deemed objectionable, the post should be removed from public view until an investigation into the complaint can be performed by the Register Board, Executive Director and/or Grievance Committee.

Ownership of Social Media Contacts

Any social media contacts, including "followers" or "friends," that are acquired through accounts (including, but not limited to email addresses, blogs, Twitter, Facebook, YouTube, or other social media networks) created on behalf of the Register are the property of the Register.

- All social media policies and platforms will be reassessed regularly to be certain they accurately reflect and respect social and cultural changes.

Transparency and Disclosures

If you have permission to publicly share what a stakeholder, client, partner, or other organization is doing, such as launching a new website or coming out with a new product, you must disclose your relationship to the other party.

- Do not discuss an organization or product in official Register social media context in exchange for money. If you receive a product or service to review for free, you must disclose it in your post or review, or provide a disclaimer as outlined.

Respect and Privacy Rights

- Use common sense.
- Follow the rules of the social media sites you use.
- Speak respectfully about the Register and our current and potential registrants, employees, clients, partners, competitors, and stakeholders.
- Write knowledgeably, accurately, and with appropriate professionalism. Despite disclaimers, your web interactions can result in members of the public forming opinions about the Register and its employees, partners, and business interests.
- Refrain from publishing anything that could reflect negatively on the Register's reputation or otherwise embarrass the organization, including posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct.
- Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable in the Register's workplace. Please also show respect for topics that may be considered objectionable or inflammatory.
- Honor the privacy rights of our current staff, members, and partners by seeking their permission before writing about or displaying internal company information that could be considered a breach of their privacy and confidentiality.

- Where possible, consider accessibility options such as voice-to-text applications when posting and use clear language, grammar, and/or image descriptions.
- Ensure that your social networking conduct is consistent with all policies contained in the Register's [Codes and Standards](#).
- Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use insofar as there is no violation with Register Codes and Standards.

Media

Media inquiries for information about our company and our current and potential projects, employees, partners, clients, stakeholders, and competitors should be referred to the Executive Director who will consult with the Executive Team and/or Board as necessary.

Non-Competition

You may not sell any product or service that would compete with any of the Register's products or services without permission in writing from the Executive Director. This includes, but is not limited to training, books, products, and freelance writing. If in doubt, discuss this matter with the Executive Director.

Your Legal Liability

The Register complies with all federal and state laws that apply to our operations and activities. Anyone involved in the Register's operations and activities is responsible for understanding and observing these policies.

- Note that the breach of privacy and confidentiality, use of copyrighted materials, unfounded or derogatory statements, or misrepresentation may be considered illegal and is not accepted by the Register.
- Each person at the Register is personally responsible, and may be legally liable, for the content he or she publishes online. You can be sued for not disclosing your relationship to the Register, or for purposely spreading false information. You can also be sued by company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment. In addition to any legal action, your activity can result in disciplinary action up to and including *employment or professional censure*.
- If you have any questions, please ask the President and/or Executive Director for guidance on compliance with the laws.

“What If” Scenarios

- If an employee or representative of the Register shares any trade secrets or proprietary information on a social media platform, The Register could lose intellectual property rights, even if done inadvertently.
- It is a violation of the National Labor Relations Act to fire or discipline an employee based upon something they posted about their working conditions on social media.
- Use of copyright-protected works on social media without permission could lead to infringement liability, even if they're posted by a third party on your company page.
- Knowingly posting false or misleading statements that damage a person's or entity's reputation that can violate laws against defamation apply to social media, and result in a lawsuit.
- Nonconsensual sharing Registrant information, even in a positive light, could result in a violation of Codes and Standards.
- Social media posts can be used as evidence in grievance investigations as well as discrimination and harassment disputes.
- Social media posts are considered discoverable information and can be the subject of a legal electronic discovery request for production in lawsuits or investigations.
- If a Registrant employee or representative creates a social media account, acquires followers, connections, or fans, and leaves the company, those contacts may also belong to the employee.
- If a Register employee designated as the administrator of a social media account leaves the company and takes control of the account, it will be seen as a violation of the Register's Social Media Policy.
- Should any Register employees or official representatives provide positive social media reviews of your product to artificially inflate approval ratings, it would be considered a violation of the Register's Social Media Policy, as well as Codes and Standards.
- The Register denies any liability if social media users are subject to a scam that uses the Register's name or logo without official permission.