IAATO Social Media Policy

What is social media?
Social media describes the online tools and platforms that people use to share opinions, insights, experiences and perspectives with each other. It can take many different forms including text, images, audio and video.

Social media should be thought of as a conversation.

Should IAATO be using social media?
For many people it is now the preferred method of communication. As of September 2013, 73% of online adults use social networking sites (pewinternet.org). Of these 71% used Facebook and 18% used Twitter.

Twitter has become a primary source of breaking news, particularly in fast-developing situations such as a major accident. A tweet from someone involved can reach tens of thousands of users around the world in minutes.

Companies that use Twitter as an “instant messaging” service are usually perceived to be showing a greater degree of transparency and a willingness to engage with the online audience (International Air Transport Association [IATA] report, 2012).

Much of IAATO’s potential audience is using social media channels. Following feedback from the 2014 Membership Survey, IAATO now uses Twitter (@iaato_org) and Facebook (antarcticatouroperators).

Social Media should be used by IAATO if it advances their mission and resources allow:

Potential Audience:
- Antarctic visitors, past, present and future
- Members
- Field Staff
- Researchers
- Journalists
- Regulators

Benefits:
- Increased awareness about the role of IAATO
- Increased engagement with IAATO audience
- Increased traffic to website
- Recognition as being experts
- More favourable perception of IAATO
- A better understanding of audience perception
- Ability to monitor what is being said about IAATO
• Early warning of potential issues
• Rapid delivery of key news items

Risks/costs
• Time
  o Setting up and managing at least two platforms
  o Monitoring content
  o Engaging with an audience
• Inappropriate posts could jeopardize IAATO’s reputation
• Investment in monitoring, either outsourced or internal

General Guidelines for Using Social Media

At present, social media is used to:

• Announce general IAATO news (News Releases, job vacancies, etc.) in line with IAATO’s mission statement;

• Announce/re-tweet neutral news items from external stakeholders (for example the science community, AECO, UKAHT) in line with IAATO’s mission statement and vision;

• Deliver brief updates following an incident (following guidelines provided in the Crisis Media Response Protocol) to drive users to iaato.org for more information.

• Take part in community forums if invited and if it relates to IAATO’s overall mission and vision.

General guidelines

• Protecting IAATO’s (the industry’s) reputation must always be considered whenever distributing information, including images (internally, externally or through personal accounts).
• The Executive Director, Operations and Communications Assistant and Administrative Officer can post on IAATO’s behalf.
• If there is any doubt that a post, tweet or re-tweet is not in line with the association’s mission statement, or that it may be taken out of context and reflect badly on IAATO in any way, then it should be checked with another staff member first.
• With antitrust/competition law in mind, the names of individual members should not be mentioned. A general post should be made, driving traffic back to iaato.org for more information. OR:
• Antitrust/competition law must be considered when posting/sharing/linking information about IAATO Members.
• If re-tweeting, sharing or citing information from an internal or external stakeholder, link back to the source where possible. Take care that this cannot be perceived as endorsement.

• Information on the internal web pages (e.g. Member’s Handbook, Member Newsletters), or any confidential information, should not be shared on social media.

• There should be no comments on work-related legal matters unless agreed beforehand. Financial topics, pricing, predictions of future trends or performance should not be mentioned unless agreed officially first or it is already publically available (e.g. IAATO News Release).

• No personal information that pertains to colleagues, individual members or their clients should be shared nor negative comments made.

• Copyright should be respected when using text or images. Ensure permission has been granted before using images. If possible, the photographer should be informed if their image has been used.

• Negative comments/posts about the association should not be replied to without prior consultation with the Secretariat team. Misinformation should be corrected, clearly and logically, when required. Sometimes it is best to ignore a comment and avoid giving it credibility by acknowledging it with a response.

• Social media tools are developing rapidly. New tools and platforms should only be adopted if resources allow and if they enable IAATO to advance its mission.

• If representing IAATO, through a community forum for example, Secretariat staff should always identify who they are clearly and accurately.

• Secretariat staff should not use their IAATO identity (including email accounts) in association with personal sites.

• Keeping a distinct line between personal and professional life online is difficult. When using personal social media accounts outside work, staff should remain mindful of IAATO’s reputation and assume that personal comments may be interpreted as those of IAATO’s. If in doubt when talking about IAATO related topics, staff should be upfront about working for the association.

• A social media monitoring tool should be used to monitor content. Currently this is www.social-searcher.com.