AACT Twitter/Social Media Criteria and Procedures

• AACT will maintain a Twitter account (@AACTinfo) to publicize important toxicology-related material specific to AACT and/or national/international matters. Individual members are NOT authorized to tweet on behalf of the Academy. Individual members may suggest tweets to the Academy by emailing admin@clintox.org
  o Goals of Twitter:
    ▪ Increase visibility and exposure of the Academy
    ▪ Create a community of followers
    ▪ Increase overall exposure to the Academy and NACCT
    ▪ Potentially increase membership
    ▪ Promote the website
    ▪ Promote member benefits
    ▪ Promote webinars and other educational opportunities
    ▪ Increase awareness of toxicology
  o The Chair of the Communications committee will be the official Twitter Liaison
    ▪ Other committee members will have access to the Twitter account only as designated by the president or the executive director
  o AACT President, Chair of the Communications Committee and AACT management staff will also have administrative access to the official AACT Twitter account

• AACT Section Individual Twitter accounts
  o Sections are encouraged to maintain individual Twitter accounts
    ▪ Process if a Section wants to create a Twitter account
      • The Twitter account will be created by the AACT management company and the chair and co-chair will have administrative writes to the account
      • Hootsuite will be used for posting and to allow scheduled posts
      • The Section chair or a designee are the only person that can send posts from the account.
        o If the Section Chair does not want to tweet, they can designate a member of their section to do this. The Section Chair may submit this person’s name to the Board of Trustees for review and approval.
      • The official handle should be the section name with AACT in the name and should have the section name with an underscore to AACT (eg: PedsSection_AACT)
        o AACT should be mentioned in the “about” section of each account and clintox.org should be linked. The statement “Retweets/follows not endorsements” need be included in the about section
        o The AACT logo must be used as the picture for each section
    • All posts should include @AACTinfo in the tweet
    • Sections are encouraged to re-tweet any/all posts from the @AACTinfo official page
  o If a Section does not want to create an individual Twitter account, they should contact admin@clintox.org if they have content that should be posted from the @AACTinfo account

• Removal of Tweets
  o Any tweet can be removed if deemed inappropriate by the president, the BOT or the management staff or offensive by a member
    ▪ Examples of inappropriate tweets:
      • Inappropriate language

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- Includes any derogatory statements
- Factual inaccuracy regarding administrative issues
- Inaccurate scientific content
  - If the matter of scientific content disagreement can be a matter of opinion, then the BOT or the executive committee will review the content and if 3 people agree that there is scientific inaccuracies, the tweet will be removed
  - An email communication will be sent by the president to the section chair alerting them as to why the tweet was removed
- Any tweet that does not meet the etiquette standards discussed below

Guidelines
- Social media activity should promote education
- Social media activity should promote the activities of the Academy
- All social media activity will be in compliance with the AACT Code of Ethics
- All language should be professional and inappropriate language including but not limited to: cuss words; derogatory language.
- Arguments on twitter are not allowed and those tweets will immediately be removed