

## 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](mailto:admin@clintox.org)
  - 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
  - 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
  - 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
  - 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.
        - 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)
        - 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
        - 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
  - If a Section does not want to create an individual Twitter account, they should contact [admin@clintox.org](mailto:admin@clintox.org) if they have content that should be posted from the @AACTinfo account
- Removal of Tweets
  - 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

- 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