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
  - 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 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