

Association of Polar Early Career Scientists
Social Media Guidelines 2016

APECS Social Media Objective:

Social media is a powerful communication tool when used effectively. APECS social media accounts should be used as an extension to the APECS Mission and Strategic Aims, to:

1. Maintain a network of polar researchers across disciplines and national boundaries to meet, share ideas and experiences, and develop new research directions and collaborations.
2. Share opportunities for career development towards both traditional and alternative professions related to the polar regions and the cryosphere.
3. Promote education and outreach as an integral component of polar research.

The APECS Social Media Committee:

4. Members of the Social Media Committee should be added to the mailing list: *social-media@apecs.is*

APECS Social Media Policies:

5. *Access*
 1. Access to APECS Social Media accounts should be centrally managed by the APECS Executive Committee and Executive Director.
 2. APECS International Social Media Accounts are listed in Appendix A.
 3. Passwords should be changed annually and will be only given out to active members of the social media committee for as long as they are active on the committee. Password change can only be done by the APECS Executive Director, preferably in cooperation of the chair of the Social Media Committee.
 4. Members of the APECS ExCom and Social Media Committee should have access to all platforms to ensure consistent posting across all.
 5. Members should not set up new accounts and / or change passwords on different platforms without the express permission from the APECS Executive Director and APECS Executive Committee. All passwords and usernames should be managed centrally by the APECS International Directorate Office.
 6. Any extraneous accounts should be removed.
6. *General Content*
 1. It is important to remember that information shared on the APECS accounts should only be about:
 1. APECS events.
 2. Member research results.
 3. Relevant opportunities for early career researchers.
 4. National Committee activities.
 5. Reposted news items relevant to polar research, with an emphasis on partner organisations (who can be found at <http://www.apecs.is/who-we-are/partners-and-sponsors.html>)
 2. APECS is a nonpartisan and non-political organisation focused solely on its mandate <http://www.apecs.is/who-we-are.html>. Any communication coming

through official APECS channels should remain apolitical: our aim is to inform people about polar research and share career development opportunities for early career researchers. Avoid political issues or expression of political opinion at all costs.

3. Some things to avoid are: sovereignty disputes; National Polar Program financial issues (unless relevant to research); whaling (unless relevant to research), environmentalist issues etc.
4. Requests come from many places, particularly Facebook messages, and these should be reasonably screened for relevancy and reasonableness by the social media committee before posting. If unsure about a request, please contact the Executive Director and / or Executive Committee.

7. *Posting Content*

1. Ensure posting across all platforms is consistent (e.g. Facebook, Twitter & Instagram with the same post).
2. APECS News items (e.g. major opportunities and major APECS events or news about APECS International) that are for sharing via the APECS Mailing list should be posted first on the website and then sent through the APECS mailing list and shared via mailchimp automatically with the APECS Twitter and Facebook accounts. Only after that items should be shared via other mailing lists or social media.
3. For greatest impact, posts on any platform should include:
 1. An image (check with owner of image/copyright etc).
 2. A shortened URL link (you can shorten the link here: <https://goo.gl/>)
 3. For APECS International accounts, posts should normally be in English, though occasional exceptions are acceptable.
 4. For National Committees, the relevant local language should be used.
 5. GIFs and videos are excellent for impact, so the Social Media Committee should seek opportunities to upload these to social media platforms. Always check copyright details before loading new material online.
 6. Ensure proper grammar is used.
 7. If in doubt, ask another member of the Social Media Committee.
4. Try and make an original post for each post. Avoid 'sharing' content, unless it is strategically appropriate to do so. If you do share posts, ensure you provide some commentary for context.
5. Tag partners and National Committees when possible.
6. A balance of posts must be considered on APECS International platforms. When posting content, consider:
 1. Different disciplines.
 2. Different National Committees.
 3. Different localities of research, etc.
 4. Arctic / Antarctic / Alpine Research.

8. *Frequency of Posting*

1. Ideally posts should appear at least every 24 hours.
2. Use the scheduling tool on Facebook and on Tweetdeck (<https://tweetdeck.twitter.com/>) to moderate content release.
3. Such scheduling tools can be good for social media committee member time management, with an hour of your time every week or so devoted to scheduling content, instead of frequent times during the week.

4. If a social media committee member is not intending on posting again, or is away for field work, they should let other members know.
 5. If a social media committee member is absent or inactive for more than 4 months without giving the chair of the social media committee, the Council chairs or the Executive Committee a reason for their absence or inactivity, they will be removed from the social media committee and their access revoked.
9. *Removal of Posts*
1. If another member of the APECS Ex Com or Social Media Committee deems another member's post inappropriate, too frequent, or in breach of any of the policies mentioned, the post may be removed.
 2. Be courteous when removing a post, and inform the other member why it has happened. It may be something they don't know about – and that's okay! The post can easily be re-posted if there's been a misunderstanding. We're all friends, albeit remotely.
 3. If a member of the APECS Social Media Committee ignores guidelines and warnings about inappropriate behaviour, the ExCom may remove them from the committee and revoke their access to accounts.
10. *Messages, Spam and Abuse*
1. Many messages are sent to APECS via social media, members should regularly check that all messages are responded to in a prompt manner by switching on notifications for messages.
 2. Spam messages should be reported immediately and blocked.
 3. Posts should always be monitored for abuse and spam, with comments deleted and blocked if necessary.
11. *Visual Standards*
1. Official logos should be used on cover pages and icons.

APPENDIX A: APECS INTERNATIONAL SOCIAL MEDIA ACCOUNTS 2016

Twitter:

- @polar_research
- Tweets can be scheduled via Tweetdeck.
- Tweets should link to official APECS website content or partner organisations
- Images should be used. In lieu of images, the logo should be used: <http://www.apecs.is/who-we-are/apecs-materials/promotional-materials/1360-logos.html?highlight=WyJsb2dvlwibG9nbyciXQ>
- Useful hashtags for science can be found at:
 - <https://sylvaindeville.net/2014/10/24/top-10-twitter-hashtags-for-scientists/>

Facebook:

- Accessed via personal accounts

Main Priority:

- APECS Page (<https://www.facebook.com/APECS4u/>)
 - Official feed – under name of APECS.
 - To become an admin of this page, like the page and add the chair of the social media committee or Executive Director as a friend.
 - The social media committee chair and / or Executive Director will then grant access permissions to those in the Social Media Committee

2nd Priority:

- APECS Group (<https://www.facebook.com/groups/2376399097/>) :
 - Anyone can post under their own names here as this is an open group (and not as many guidelines as to the content posted as it is posted as each person's personal name / opinion and not under the name of APECS.
 - Task of the Social Media Committee is to monitor for spam, and share links back to the APECS page/ Twitter to make members aware of official communication channels)
- Posts should be scheduled appropriately & visual standards adhered to.

Gmail:

- apecsinfo@gmail.com
- This email is used to sign up for some of the social media accounts.

Other APECS Social Media Accounts:

- These accounts should be monitored for activity and deleted if not used.
- Please contact the APECS Director before resetting any passwords.
 - **Storify:** @polar_research
 - **Pinterest:** @polar_research
 - **Buffer:** @polar_research
 - **Instagram:** polar_research
 - **Vimeo:** vimeo.com/apecs
 - **LinkedIn:** <http://www.linkedin.com/groups/3380771>

Any enquiries regarding these guidelines should be directed to the chair of the social media committee and the APECS Director (info@apecs.is)