

ATE Social Media Policy

I. Introduction

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Because the use of social media may blur the lines between personal voice and the institution's voice, the Association of Teacher Educators (ATE) has established the following guidelines and policies to clarify how best to enhance and protect the Association, as well as personal and professional reputations, when participating in social media.

II. Definition

Social media include the various Internet-based applications and activities that integrate technology, social interaction, and content creation. Examples include but are not limited to ATE's website, blogs, and accounts currently enabled or that may be established on: Facebook, Twitter, Snapchat, Flickr, Instagram, LinkedIn, wikis, web bulletin boards or a chat room, YouTube, etc. These platforms are important communication tools for the Association of Teacher Educators and provide vital information and engagement opportunities to prospective and current members, ATE affiliated units, and other stakeholders.

III. Best Practices

Use of social media presents certain risks and carries with it certain responsibilities. These guidelines apply to all individuals posting on behalf of ATE or an official ATE unit.

A. Think twice before posting. Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and ATE. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you would not say it at a conference or to a member of the media, consider whether you should post it online.

B. Strive for accuracy. Check your facts before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of ATE in any capacity.

C. Be respectful. Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or ATE.

D. Be active. Social media presences require diligent care and attention. An effective social media site requires regular updates and fresh or engaging content.

E. Consider your audience and their potential reaction to your content. Be aware that a presence in the social media world is or easily can be made available to the public at large. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

F. On personal sites, identify your views as your own. If you identify yourself as an ATE member or officer online, it should be clear that the views expressed are not necessarily those of the Association. It is important to not make any false representation of yourself as an ATE employee, agent, or official spokesperson.

IV. Policies for All Social Media Sites

A. Protect confidential and proprietary information.

Do not post confidential or proprietary information about ATE or its members. This includes restrictions incorporated in but not limited to the following federal regulations:

- [FERPA](#) (family rights and privacy)
- [HIPAA](#) (health information)

B. Adhere to [ATE Bylaws](#).

C. Adhere to copyright and fair use law.

When posting, be aware of applicable laws and comply with the copyright, intellectual property rights, and confidentiality of others and of ATE. The posting of someone else's work without permission is not allowed. Questions about fair use or copyrighted material should be directed to the Executive Director, Web Designer, or Social Media Director. Consultation with the Public Relations and Communications Committee as needed.

D. Do not use ATE logos or trademarks without express permission.

Any use of ATE logos, trademarks, or other images must have prior approval by the Executive Director, Website Designer and Social Media Director, Director of Member Services, or the Public Relations and Communications Committee. Exception only for materials provided by ATE for the specific purpose of sharing on social media.

Do not use official logos, trademarks, or any other Association images or iconography on personal social media sites unless such materials are explicitly provided to you by ATE. Do not use ATE's name to promote or endorse any product, cause, political party or candidate, or make any suggestion of promotion or endorsement where such a position has not been specifically expressed by ATE itself in an official capacity.

E. Comply with the Terms of Service, User Agreements, and Privacy Policies of any social media platform used.

V. Institution's Social Media Policies

Social media usage is governed by the same policies that govern other electronic communications, as well as applicable state and federal laws regulations. Any content and/or online activity created by a poster or site moderator that violates these laws and regulations is strictly prohibited and will be removed in accordance with this policy. All official Association of Teacher Educators accounts on social media platforms must publish and consistently enforce the Terms of Use and Removal Policy shown below.

If you post on behalf of an official Association unit, the following policies apply, in addition to all policies and best practices listed above:

A. Approval.

Approval of all social media accounts related to ATE are overseen by the Public Relations and Communications Committee and Social Media Director. Requests for additions to ATE's website can be made to the Executive Director or the ATE Web Designer.

B. Requesting Facebook and/or Twitter.

New social media accounts on Facebook and/or Twitter must be approved and registered by first contacting ATE's Executive Director and Social Media Director. Such requests will be passed on to the Public Relations and Communications Committee. Groups within ATE are initially limited to one account on Facebook and/or Twitter. Additional media platforms may be assessed on a case by case basis.

It's also preferred that groups launch one platform at a time. If approved, the requesting individual should submit the group username and password along with appropriate account handle information and list the names of the approved posters in the account description. The account should abide by ATE branding to ensure consistency. In addition, ATE administration and staff will access the account as necessary and be able to transfer administrative rights.

When considering a presence on Facebook or Twitter, it's important to think about goals, objectives, audiences, differences between Facebook and Twitter, and connections to other agencies. For example, rather than an account based on a single group, the public might be better served with a thematic or programmatic account based on specific content from one or multiple departments.

Responsible for Implementation: All social media accounts affiliated with ATE are overseen by the ATE Web Designer and Social Media Director.

C. Acknowledge who you are.

If you are representing ATE when posting on a social media platform, do not make any false representation of yourself as an ATE employee, agent, or official spokesperson.

D. Use approved photos and ATE logos.

Your social media presence, once approved, must use approved ATE logos. To receive logos for various areas of ATE in a downloadable format, contact ATE Web Designer or Social Media Director.

Some images which appear on the ATE website are reproduced by permission; when considering use of these images, please reproduce any byline or copyright information appearing with the original or inquire with the copyright source accompanying such images for the scope of lawful reproduction.

E. Link back to ATE.

Whenever possible, link back to the ATE website. Ideally, posts should be very brief; redirecting a visitor to content that resides within the ATE Web environment. When linking to a news article about ATE, check first to see whether you can link to a release on ATE's website.

F. Protect the institution's voice and image.

Posts on social media sites should protect ATE's voice by remaining professional in tone and in good taste. No individual unit should construe its social media site as representing ATE as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post. Names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

G. Terms of Use and Removal Policy.

ATE-managed online communities are intended to inform users of ATE-related news and events, and to foster discussion and a sense of community among users. We encourage you to share your opinions and comment freely about the topics we post but ask that you provide comments that are respectful and professional. If we become aware of posts that are in violation of the terms of service of the social media site, or that are off-topic, represent advertisements or spam, promote or endorse political campaigns or candidates, violate the law, constitute or encourage illegal activity, violate an intellectual property right, infringe upon someone's rights, or contain obscenities or threats, we reserve the right to remove them. Our social pages exist to serve those affiliated with the Association of Teacher Educators.

Responsible for Implementation: Executive Director, ATE Web Designer, and Social Media Director.

VI. ATE Website Privacy and Security

A. Consumer Data Privacy Policy

The Association of Teacher Educators has created this privacy statement in order to demonstrate our firm commitment to our visitor's privacy. The following discloses our information gathering and dissemination practices for this website.

- Information collected is never sold, rented, loaned, or the like to any third party for any reason unless approved in advance by the Board of Directors of the Association of Teacher Educators.
- Your IP address is used to help identify you and your shopping cart.
- Our site uses cookies to track your shopping cart.
- Our site uses an order form for customers to request information, products, and services.
- We collect visitor's contact information including e-mail addresses and financial information (like their credit card numbers). Contact information from the order form is used to send orders to customers. The customer's contact information is used for communicating with our customers on order related issues. Occasionally we may send mailings through the U.S. Postal Service to the address a customer provides. If you wish not to receive these mailings, please notify us by mail at: ATE, P.O. Box 793, Manassas, VA 20113
- Financial information that is collected is used to bill the purchaser for products or services.
- All information submitted is considered confidential in nature and will not be disclosed to anyone without consent of the Association of Teacher Educators Board of Directors except under a subpoena in a court of law.

B. Security Method of Transmission

We use state-of-the-art technology to encrypt your financial information before it is sent. This sophisticated system scrambles your financial data as it travels from your computer to our website, making it useless to anyone but the Association of Teacher Educators.

C. Changes

Our Privacy Policy may change from time to time. We will post any privacy policy changes.

D. Cookies

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize content.

If you have questions about this policy, please contact ATE's Executive Director.

1. How we use Cookies*.

The Internet pages of the Association of Teacher Educators use cookies. Cookies are text files that are stored in a computer system via an Internet browser.

Many Internet sites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a character string through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This allows visited Internet sites and servers to differentiate the individual browser of the user from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified using the unique cookie ID.

Through the use of cookies, the Association of Teacher Educators can provide the users of this website with more user-friendly services that would not be possible without the cookie setting. By means of a cookie, the information and offers on our website can be optimized with the user in mind. Cookies allow us, as previously mentioned, to recognize our website users. The purpose of this recognition is to make it easier for users to utilize our website. The website user that uses cookies, e.g. does not have to enter access data each time the website is accessed, because this is taken over by the website, and the cookie is thus stored on the user's computer system. Another example is the cookie of a shopping cart in an online shop. The online store remembers the articles that a customer has placed in the virtual shopping cart via a cookie.

The user may, at any time, prevent the setting of cookies through our website by means of a corresponding setting of the Internet browser used, and may thus permanently deny the setting of cookies. Furthermore, already set cookies may be deleted at any time via an Internet browser or other software programs. This is possible in all popular Internet browsers. If the visitor deactivates the setting of cookies in the Internet browser used, not all functions of our website may be entirely usable.

2. Data protection provisions about the application and use of Google Analytics.

On this website, the Association of Teacher Educators has integrated the component of Google Analytics. Google Analytics is a web analytics service. Web analytics is the collection, gathering, and analysis of data about the behavior of visitors to websites. A web analysis service collects, inter alia, data about the website from which a person has come (the so-called referrer), which sub-pages were visited, or how often and for what duration a sub-page was viewed. Web analytics are mainly used for the optimization of a website.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, United States.

The purpose of the Google Analytics component is to analyze the traffic on our website. Google uses the collected data and information, inter alia, to evaluate the use of our website and to

provide online reports, which show the activities on our websites, and to provide other services concerning the use of our Internet site for us.

Google Analytics places a cookie on the information technology system of the site user. The definition of cookies is explained above. With the setting of the cookie, Google is enabled to analyze the use of our website. With each call-up to one of the individual pages of this Internet site, which is operated by the Association of Teacher Educators and into which a Google Analytics component was integrated, the Internet browser on the information technology system of the user will automatically submit data through the Google Analytics component. During the course of this technical procedure, Google gains knowledge of personal information, such as the IP address of the data subject, which serves Google, inter alia, to understand the origin of visitors and clicks. The cookie is used to store personal information, such as the access time, the location from which the access was made, and the frequency of visits of our website by users. With each visit to our Internet site, such personal data, including the IP address of the Internet access used by the visitor, will be transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass these personal data collected through the technical procedure to third parties.

The visitor may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently deny the setting of cookies. Such an adjustment to the Internet browser used would also prevent Google Analytics from setting a cookie on the information technology system of the data subject. In addition, cookies already in use by Google Analytics may be deleted at any time via a web browser or other software programs.

In addition, the user has the possibility of objecting to a collection of data that are generated by Google Analytics, which is related to the use of this website, as well as the processing of this data by Google and the chance to preclude any such. For this purpose, the user must download a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> and install it. This browser add-on tells Google Analytics through a JavaScript, that any data and information about the visits of Internet pages may not be transmitted to Google Analytics. The installation of the browser add-ons is considered an objection by Google. If the information technology system of the user is later deleted, formatted, or newly installed, then the user must reinstall the browser add-ons to disable Google Analytics. If the browser add-on was uninstalled by the user or any other person who is attributable to their sphere of competence, or is disabled, it is possible to execute the reinstallation or reactivation of the browser add-ons.

Further information and the applicable data protection provisions of Google may be retrieved under <https://www.google.com/intl/en/policies/privacy/> and under <http://www.google.com/analytics/terms/us.html>. Google Analytics is further explained under the following Link <https://www.google.com/analytics/>.

* Permission for Cookies related text from Sarit Lotem from Lotem Design, LLC as appears here: <https://www.lotemdesign.com/gdpr/#.W8pQXU6YXeR> - "Feel free to copy it from my website and adjust it to your business."