

# Association for Preservation Technology International Social Media Policy and Guidelines

The main purposes of the Association for Preservation Technology International (APT) social media pages are to serve the organization's aims and objectives as stated in the Bylaws (1.3) and to efficiently share resources and communicate with APT members and the larger historic preservation community throughout the world. The pages are open to preservation professionals and other interested people in various fields regardless of membership status in APT.

## Definition of Social Media:

Internet-based applications that facilitate dialogue and information exchange through user generated content, including, but not limited to: Facebook, Twitter, Pinterest, Instagram, YouTube, and LinkedIn.

## Membership Guidelines:

**Facebook, Twitter, Pinterest, Instagram, and YouTube :** Subscribed Facebook, Twitter, Pinterest, Instagram, and YouTube members may become followers of the APT pages by "Liking", "Following", or "Subscribing" to the APT pages.

### LinkedIn:

- Group: Subscribed LinkedIn members must request acceptance to the APT closed group, which is evaluated by the Social Media Editor. Membership in the group is granted to preservation professionals and students, evidenced by their resume (LinkedIn Profile) and those who are not flagged by LinkedIn. (LinkedIn flags subscribers who have recently joined and have fewer than 5 connections.) In these cases, membership is not outright denied, their request is maintained on file until their status changes.
- Company: Subscribed LinkedIn members may become followers of the APT company page by "Following" the company page.

The continuation of membership on the social media pages depends on the written and visual (i.e. image upload) conduct on those pages. This refers to appropriate and preservation-related posting (written or uploaded images) and comments. Members are encouraged to post local and national events, job openings, news, projects, questions, resources and ideas. The Social Media Editor, appointed by the Publications Committee, will determine the propriety of the postings and comments. APT reserves the right to remove anyone who, in our sole opinion, abuses or violates the user guidelines described below.

## User Guidelines:

Membership to the Association for Preservation Technology International social media pages implies an agreement to the user guidelines stated by this policy.

1. Posts should be relevant to historic preservation and/or APT.
2. Refrain from posting spam. DO NOT SPAM with multiple postings of information or images that do not pertain to the page's purpose.
3. DO NOT INCITE FANS OR GROUP MEMBERS by posting information that is confrontational, hostile, or discriminatory based on gender, sexual orientation, race, ethnicity, religion, etc. Please be considerate of other members and use a professional and respectful tone. Do not berate or insult posters or the content of their postings.
4. Except in response to specific questions, posts should not promote products or services, especially those of the person posting, or the company they represent.

Failure to adhere to these guidelines will result in the immediate removal of the posting and/or image in question and may lead to discontinuation of membership to all APT social media pages.