

SETAC Social Media Policy

The Society of Environmental Toxicology and Chemistry (SETAC) recognizes the value that social media can bring to the Society's goals and vision to further the development and application of multidisciplinary scientific principles and practices toward achieving Environmental Quality Through Science®.

The purpose of these guidelines is to establish a policy that maintains the integrity of information that is communicated by or on behalf of SETAC, protect SETAC's brand, and reduce the risk of adverse consequences that could result from improper or misleading communications.

Use of SETAC-Branded Social Media Accounts

SETAC-branded social media accounts are operated by SETAC staff and its geographic units under governance oversight. Other SETAC entities (including committees, interest groups, affinity groups, journals) and members may not operate SETAC-branded social media pages or handles. Under the One SETAC paradigm, all members and SETAC entities can contribute content (announcements) to the SETAC accounts by sending information directly to communications@setac.org. SETAC encourages our members to tag official SETAC accounts when personally engaging on social media.

Social media posts from independent SETAC accounts (such as regional chapters and branches), and those from members related to or invoking SETAC should adhere to all SETAC policies, including the code of conduct and code of ethics and should also conform to SETAC principles and values.

Independent groups' and members' personal social media activities can sometimes be linked back to the organization, potentially reflecting poorly on the brand if they post controversial or inappropriate content. Ensuring all participants understand the impact of their personal social media use on the organization's reputation is crucial, and SETAC reserves the right to withdraw support for individuals or organizations if their communications are inconsistent with these guidelines.

The Key Principles of SETAC Social Media Guidelines

In our increasingly connected world, maintaining a professional and respectful presence online is crucial. **SETAC social media guidelines emphasize four key principles:**

Respectfulness, transparency, professionalism and confidentiality. These principles ensure that our communications uphold the integrity and reputation of our brand while fostering a positive and trustworthy online environment.

Individuals should keep in mind that social media posts are:

1. **Publicly accessible:** Everyone can access what is posted.
2. **Permanent:** Once content (text, audio or video) is posted, it's virtually impossible to take it back.
3. **Subject to legal obligations:** Content should adhere to laws and regulations such as copyright and privacy laws.

The Need for Guidelines

Here are some reasons why such guidelines are necessary:

1. **Brand Reputation:** Inappropriate or unprofessional posts can harm the organization's image and credibility. SETAC governance is legally responsible for protecting the SEATC brand.
2. **Legal and Compliance:** Non-compliance with laws and regulations regarding advertising, copyright, and data privacy can result in legal repercussions.
3. **Misinformation:** Posting inaccurate or misleading information can confuse or misinform the audience and damage trust.
4. **Organization First:** Discrepancies between personal interests and professional use of social media can blur boundaries and create conflicts.
5. **Confidentiality Breaches:** Sharing sensitive or proprietary information can lead to security risks and legal repercussions.
6. **Cultural Sensitivity:** Posts that are culturally insensitive or fail to consider the diversity of the audience can lead to backlash and alienation of certain groups.
7. **Engagement Decline:** Inconsistent posting, poor content quality, or lack of engagement can lead to a loss of trust and reduced audience interaction.
8. **Crisis Management:** Poor handling of negative feedback or crises on social media can escalate issues and lead to public relations disasters.
9. **Abandoned Accounts:** Neglected social media accounts can present security risks and confuse followers. They might be hacked or misused, and outdated information can mislead the audience or damage the organization's credibility.
10. **Resource Allocation:** Managing social media accounts effectively requires time and resources, which can strain an organization if not properly planned.

Contact Information and Reporting Concerns

For social media support or content suggestion, contact the SETAC Communications Team at communications@setac.org.

To report policy breaches or ethical concerns, please contact the SETAC compliance officers at concerns@setac.org or call (202) 677 3001 ext. 113. Concerns are addressed through SETAC's [problem resolution process](#), consistent with the SETAC [whistleblower policy](#).

For general questions and feedback, please contact communications@setac.org or SETAC staff directly at setac@setac.org.