Rules of Engagement for Social Media

Rick Fienberg
AAS Press Officer
rick.fienberg@aas.org

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Social media is all about **engagement** with your members & other stakeholders, but...
There are no rules! It’s the wild, wild west!
AAS Social Media Handbook

The AAS embraces existing and emerging social media platforms as critical elements of our branding and communications strategy and as increasingly important mechanisms for fostering our members’ sense of community. We view our members and volunteer leaders as critically important sources of content and networking, but we need to be cognizant of the implications for our organization. The very features that make social media attractive have the potential to injure the perception of the AAS in the eyes of members, other stakeholders, and the public at large. This handbook is intended to provide AAS staff and volunteer leaders — of the Society, its Divisions, and its committees, working groups, and task forces — with policies and procedures to help align our efforts and guide our social media engagement.

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GENERAL GUIDELINES AND TIPS

Sharing AAS-related news and events and promoting our work through social media tools is an excellent, low-cost way to engage the community and build our brand. It is critical to how we work as an organization, whether it concerns meetings, membership, publications, policy, or the exciting science results produced by our community every day.

Tone
All posts should be positive, polite, and professional, even in the face of negative comments. Be cognizant of grammar, spelling, and punctuation. Our organizational values of inclusiveness, mutual respect, community, and transparency should be evident in our social media presence.

Correct Mistakes
If you make a mistake, admit it. Be upfront and quick with your correction. If you’re posting to a blog, you may choose to modify an earlier post — just make it clear that you have done so.

Think Before You Post
There’s no such thing as a “private” social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it’s wise to delay posting until you are calm and clear-headed. When in doubt, leave it out (or ask your supervisor for advice). Post only pictures and words that you would be comfortable with showing up on the front page of the Washington Post.
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This is the AAS Facebook page. We use it mainly to share news and announcements with our members and the astronomy-interested public. Most of these 90,000+ “likes” are from the public.
Luckily, admin is a friendly AAS member.

Note that the AAS has only about 7,000 members. We pay close attention to this group.
Admin of unofficial group is no longer a member of the AAS. AAS staffer who was in communication with him has retired. Solution: Start new group & ask LinkedIn to remove old one.
This also was emailed to all AAS members via our biweekly AAS News Digest.
Ten years ago today, it began with a single Tweet. Since then, every moment of every day, people connect live about the things they care about most — all over the world.

Throughout the years, you've made Twitter what it is today and you're shaping what it will be in the future. And for that, we thank you!

❤️ Twitter

#LOVETWITTER
@AAS_Office

@AAS_Press

NOT @RickFienberg

@AAS_Policy

@AAS_Publishing

@AAS_Meetings

@AAS_Policy

@AAS_Publishing

@AAS_EPO
Note the laptop computers, cell phones, etc.
Even here, a cat video!
A major issue: bandwidth ($$$)
Social Media Policy

Social media such as Twitter, Facebook, and Instagram (among many others) are a great tool for communicating our results to other members of the community and the general public. We expect many DPS 2015 attendees to use social media and/or their own blogs to share science results and the excitement of the meeting with colleagues who cannot attend and interested non-scientists. While we do not intend to police or monitor social media usage at the DPS meeting, we offer here a set of expectations and general etiquette for both those who will be using social media and those who won’t. These basically represent common sense, courteous behavior for a relatively small community using a medium whose norms are still evolving and aren’t evenly understood by all. These augment or expand upon what is generally expected at AAS-related meetings:

**Presenters:** If you are presenting results at a talk or poster, it is fair game for audience members to disseminate them further. There are reassurances from the major journals that such dissemination does not break any embargoes, and will not jeopardize a publication. View the [Embargo Policy](#) for the AAS and Division Meetings.

If you are in doubt whether speaking about unpublished results may jeopardize publication, consult your journal editor. If you do wish to ask people not to tweet, the most effective way to do so is to include an icon or other graphic on each slide, since people may enter late and miss an announcement at the start. For poster presenters, a box asking people not to share would serve the same purpose. However, note that making a request is not a guarantee that it will be followed.

**Attendees:** If you are reporting on a result, it is poor form to share photos of slides/posters or movies of presentations without permission of the presenter. There is arguably a gray area, since some photos/movies simply are shared to provide a flavor of the meeting. If you’re in doubt, ask the presenter their preference. Please make clear when you are quoting a presenter (most obviously by using quotation marks) and when you are interpreting or paraphrasing what they said. Neither recording nor
Do you have a meeting app? If not, you should (and will)!

Social media is integrated into our app.
An Emerging Challenge!

Periscope

Explore the world through someone else's eyes.

Allows anyone anywhere to stream live video from meetings or other venues/events.
The Next Frontier: Virtual Meetings

Our members keep asking for virtual options to receive meeting content via webcast.
“You don’t blog, you don’t Twitter, you have no RSS feed, you’re not on Facebook...and you wonder why you can’t communicate?!?”
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