

Social Media Policy

AERA SIG: Research on Evaluation (RoE)

1. One person on the SIG executive committee will be appointed by the Chair as the media person for the SIG at any given time. Account information will be accessible by the designated media person and the Chair, and the Chair-elect. It is the responsibility of the Chair-elect to update the passwords when s/he assumes leadership and share with the newly appointed media person.
2. The Twitter account itself will have the disclaimer: "Tweets represent AERA RoE SIG only. Official AERA: @AERA_EdResearch." Individual tweets will not contain this message.
3. The purpose of the RoE SIG Twitter account and tweets is to communicate the purpose of the SIG, provide resources and tweets that advance the stated SIG purpose/mission, direct traffic to the RoE SIG website, and service the SIG members' interests and needs. Only tweets explicitly relevant to these purposes will be posted. Personal commentary is not an accepted use of the account (members have access to their own accounts for such purposes).
4. The appointed media person may be filled by any of the members of the SIG executive committee and may change as needed to serve the SIG.
5. If issues or questions arise that require a response, the SIG executive committee will be convened to discuss the appropriate course of action. If a conversation or dialogue emerges online that is potentially harmful to AERA in any way, the social media manager will immediately contact AERA's main office to collaborate on a response (lgreen@aera.net or tpals@aera.net). SIG or Division social media managers should never respond as AERA itself.

Draft: January 23, 2014