Every day, people have conversations about ISACA and our certifications, research, frameworks, solutions and events on social media, including, but not limited to LinkedIn, Facebook, Twitter, Google+, Instagram, YouTube and online forums. Social media is an excellent way to engage, inform and respond to our members and others. **ISACA encourages volunteers to embrace social media in accordance with these guidelines.**

ISACA has **six social media principles** that you need to know before engaging in social media on our behalf. If you have any questions, please email socialmedia@isaca.org.

1. Be Transparent and Disclose

When you talk about ISACA on social media, disclose when you are posting on ISACA's behalf.

2. Be Truthful and Fair

Social media lets you communicate very quickly and have your message spread widely in seconds. This makes it difficult to fix an inaccurate message once you've shared it. Double check all content for accuracy and to make sure it is truthful and correct. Only make statements about ISACA or others that you know for certain are true and can be verified. Do not criticize or make disparaging remarks.

3. Protect Information

If you have information about ISACA, its products or services, or its internal business operations (including financial matters), that is not known by the general public or is subject to a non-disclosure agreement, do not include it in any social media content.

4. Respect Intellectual Property Rights

The Internet makes it easy to search and find imagery and other third-party content with the click of a button. However, this content is often owned or copyrighted by other parties. Social media content must not include materials that are copyrighted by third parties without the express written permission of the third-party owner. Instead of posting this content, retweet or share it directly from the source.

5. Follow the Law and the Code of Conduct

You are responsible for what you write in social media. This means that you are liable for your actions with respect to your social media activities.

6. Be Considerate

Everything on the Internet is public and searchable. Once you hit "share," you usually cannot get your content back. Respect the privacy rights of others and seek permission and obtain written consent before posting content.

Tips

• Don't use an alias or mislead people about your connection to ISACA.

• Stick to your area of expertise and write what you know.

• There can be a fine line between healthy debate and distasteful arguments. Be respectful to everyone.

• Do not talk badly about others.

• Think before you post.

• Always assume that all your social media communication is visible to everyone, anywhere.

• Respect copyrights and give credit where it is due. A share, retweet or tagging the source is applicable.

• What you write is your responsibility.

• Know all applicable rules, laws, policies, regulations and third-party terms.

Questions? socialmedia@isaca.org

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