

**Association for Positive Behavior Support Website
and Social Media Content Policy**
Approved March 28, 2018

Website Content Policy for the Association for Positive Behavior Support

APBS Committee Roles and Responsibilities

The ***Public Awareness and Dissemination (PAD) Committee*** will:

- Be responsible for creating, reviewing, and updating policies related to APBS.org content;
- Review and approve new or revised content to be posted on the public side of APBS.org;
- Coordinate and monitor activities and processes for generating new or revised content for the public side of APBS.org.

As an ad-hoc subcommittee of the PAD Committee, the role of the ***Website Workgroup*** is to:

- Connect with other APBS committees, workgroups, and networks to gather information for the website and increase communication,
- Consider the overall design of the site and provide vision and technical leadership for apbs.org,
- Ensure that the content posted follows the rule statements for posting set forth by the APBS PAD Committee.

APBS Committees are responsible for:

- Writing content, providing written suggestions for posting content,
- Meeting with the APBS PAD Committee or connecting with a member who is attending the committee meeting, and
- Keeping content related to committee work updated (e.g. committee meeting minutes, member lists, written content related to the committee's topic, etc.).

The ***APBS Website Contractor*** will:

- Respond to requests for posting information on a password protected member's site, and
- Prepare and post content as directed by the chair(s) of the APBS Public Awareness and Dissemination Committee.

The public section of APBS.org is viewable by anyone. As a representation of the organization to the general public, the public section of the website must conform in quality, focus, and tone with the broader mission of APBS. An approval process is therefore required for publishing new or revised content on the public section of APBS.org.

Process for Posting New or Revised Content on the Public Section of APBS.org

1. APBS Committees, Workgroups, or Networks (the authors) create or revise website content.
2. The authors submit content to the Public Awareness and Dissemination (PAD) committee for approval.
3. Upon content approval, the chair(s) of the PAD committee instruct the APBS Website Contractor to build a test page(s), unlinked to larger website, for the new/revised content.
4. Once built, the APBS Website Contractor shares the link for the test page with the authors and the chair(s) of the PAD committee.
5. The chair(s) of the PAD committee either ask for design/structure/navigation revisions on the test page(s) or give final approval for publication on APBS.org.
6. The APBS Website Contractor publishes the approved content.

Process for Publishing New or Revised Content on the Members' Only Section of APBS.org

1. An APBS member contacts webadmin@apbs.org or the APBS Website Contractor directly to propose content for the members side of apbs.org.
2. If there is a question about whether the content adheres to the APBS Virtual Community Guidelines (<https://new.apbs.org/virtual-community-policies>), the APBS Website Contractor may submit the content to the chair(s) of the PAD committee for review, otherwise, the content is posted on the members' side of APBS.org.

APBS.ORG Website Posting Policies

No content will be posted the *public* sections of apbs.org that results in direct commercial gain for an individual or company. The website will, however, include overall listings of publications on the public section of the website to demonstrate the large body of knowledge about positive behavior support and related research and technical assistance issues.

Links to APBS member websites will be placed in a member's only section of the website that will be used for networking purposes. A statement within that section of the website will indicate that the content on those websites does not necessarily reflect the views and opinions of APBS.

Any concerns regarding the member's section by the APBS Website Contractor or any other person about content posted in the member's section will be sent to the APBS PAD Committee for review. If there are concerns about the content, the committee will create a written report and send it to the Board for review. The person requesting the content be posted will be notified that the content has been sent to the Board for review. The Board will provide the APBS.ORG Chair and committee with a decision on how to proceed with concerns.

The Board is responsible for identifying and deciding which organizations will be posted on the public sections of apbs.org. The PAD Committee will send any requests for advertisements (e.g. conferences, websites, etc.) directly to the Board for decisions to be made *on the public section* of the website.

Social Media Policy for the Association for Positive Behavior Support

Introduction

The use of social media is an increasingly common form of sharing information. The goals for social media are:

- to improve communication with members, non-members, and the audience interested in Association for Positive Behavior Support (APBS) activities;
- to promote awareness of APBS and the work it does.

The low cost, multi-purpose, and user-friendly aspects of social media can benefit APBS by providing up to date information, links to helpful resources, support to a large number of users, and distribution of APBS content.

Primary Content Versus Secondary Content

For the purposes of policy, content posted on APBS Social Media Platforms will be divided into two categories: primary content and secondary content.

Primary Content will be related to the APBS Conference, APBS Webinars, APBS Membership Activities, and the APBS Website. Primary Content will originate from the APBS Board of Directors, the APBS Event Planner, the APBS Executive Director, the APBS Public Awareness and Dissemination Committee, or a member of APBS Staff. *No approval process will be required for posting primary content on APBS Social Media Platforms.*

Some examples of primary content are:

- updates related to upcoming conference events (e.g. announcement of Keynote for upcoming conferences, notifications of new information on conference home page, etc.);
- reminders of key Members Activities (e.g. voting for Board of Directors, paper proposals for the APBS conference, recruitment of volunteers for conference and committee work,

etc.);

- APBS Board News shared throughout the year (e.g. new APBS networks approved by the board, webinars and training materials made available online, special events, etc.);
- APBS.org update notifications will be encouraged via website links (e.g. new resources will be described briefly, new postings for invitations and job openings, committee updates, new meeting minutes, etc.).

Secondary Content will be related to activities and events that involve and benefit a segment of the APBS membership. Secondary Content will originate from an APBS consultant (e.g., IDD, Families, Networks), an APBS ad hoc Committee, or an active APBS Network. Secondary Content will require the approval of the chair(s) of the APBS Public Awareness and Dissemination Committee before being posted on APBS Social Media Platforms. (This process is described in detail below.)

Some examples of secondary content are:

- Updates related to an APBS Network's conference (e.g. announcing the call for papers for an APBS Network conference, announcing registration, etc.);
- Updates related to an upcoming APBS Network's webinar;
- Request for APBS-related survey participation from APBS membership by an APBS consultant.

Approval Process for Posting Secondary Content

1. The author of secondary content to be posted on APBS Social Media Platforms will send the full written content, along with any links, attachments, images, or video, to the chairs of the APBS Public Awareness and Dissemination (PAD) Committee, either by email or through a form linked from the members' side of APBS.org.
2. One co-chair of the APBS PAD Committee plus two volunteer PAD Committee members will accept or reject the proposed secondary content.
3. Upon approval, the chair(s) of the APBS PAD Committee will instruct the APBS Website/Social Media Contractor to post the secondary content on relevant APBS Social Media Platforms. If the proposed secondary content is not approved, the author will

receive notification from the PAD Committee chair(s). Circumstances permitting, this notification will include feedback.

APBS Social Media Responsibilities

The APBS Board of Directors will be responsible for administering this policy. The APBS Public Awareness and Dissemination Committee will take the necessary actions to monitor and supervise APBS Social Media Platforms.

Site administrators will be directed by each of these groups to keep the site interesting and dynamic over time. APBS Staff members who are identified as site administrators are responsible for managing and monitoring social media account content. Administrators are responsible for removing content that may violate APBS Policies or any Social Media Terms and Conditions.

Guidelines for Site Administrators

1. Administrators will preview entries prior to posting but will not edit comments.
2. Entries will not be posted if offensive or if the information otherwise violates policy.
3. Administrators will keep a copy of all unapproved entries in a manner that is accessible to the APBS Board of Directors.
4. Administrators will interact with comments and only block users as a last resort. Any users blocked from the site will be documented in a manner that is accessible to the APBS Board of Directors.

All social media accounts officially recognized by APBS must have at least two APBS Staff or Members as administrators at all times to ensure adherence to this policy.

Should an APBS Social Media administrator in charge of the account leave the Organization for any reason or no longer wish to be an account administrator, it is the APBS Public Awareness and Dissemination Committee's responsibility to designate another APBS Staff/Member account administrator and remove the former staff/member's administrative permissions to the site.

Guidelines for Content and Management

Each administrator will ensure that the password for the APBS pages will be accessible, if at any time, the person (or persons) responsible are not able to maintain the managing and monitoring of social media activities. The Site Administrators will be guided by the following protocols:

(a) Social Media Administrators are expected to adhere to same standards of conduct online as they would in the workplace. They must use good judgment about content and respect privacy laws. Confidential information about the Organization, its staff, or its members will not be made available in any manner on the site.

(c) Administrators will post positive and proactive information on the site. Content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal will not be posted.

(d) Site administrators will post board news and information. Representation of personal opinions by site administrators or any of its staff, networks, or member is strictly prohibited. Information that contains this type of information may occur within the Member's website. The site administrator may provide a link and short description of new Member's information but will refrain from posting information that implies APBS is endorsing a person, organization, or entity. APBS's logo, name or other information may not be used on the site to endorse personal opinions, products, private business, causes, or political candidates.

(e) Examples of content that will be posted on the site include:

- entries from members and nonmembers that adhere to the site's expectations;
- notification of new information posted on apbs.org in specific sections with a short description and a direct link to the page of interest;
- notification of the name of new networks approved by the board and link to the Member's section for individuals interested in learning more about these networks;
- short announcements documenting the most frequent presentations downloaded on apbs.org on a monthly basis;

- committee update information provided by linking to apbs.org;
- Board directed announcements including call for nominations, paper proposal due dates and reminders, etc.

(f) Examples of site administrator management activities and posting examples include:

- checking the APBS profile statistics daily;
- reviewing the APBS Social Media Platform accounts and pages daily;
- monitoring and communicating on the site regularly;
- reviewing all posts prior to posting to ensure information adheres to the site's expectations;
- communicating with the Board of Directors regularly to ensure new information is available for the site (e.g., a minimum of weekly contacts with one or more APBS leadership);
- posting information as requested by the Board or APBS Leaders;
- checking for grammatical errors or typos made by site administrators (mistakes made by contributing members will not be changed);
- responding to or delegating responses that come to the site;
- all information posted will be in draft form until full edits are made, and
- reviewing all links to apbs.org prior to posting.

(g) If APBS members or Social Media Administrators also maintain a personal social media account, they should avoid creating confusion over whether or not personal accounts are associated with APBS.

All APBS Social Media Platform site administrators and APBS members who participate (e.g. through comments) in activities on APBS Social Media Platforms agree to abide by the APBS Virtual Community Disclaimer and Guidelines found here: <https://new.apbs.org/virtual-community-policies>.

