AMERICAN BAR ASSOCIATION YOUNG LAWYERS DIVISION

SOCIAL MEDIA POLICY

I. PURPOSE AND SCOPE

The purpose of this policy is to provide direction on appropriate and effective ways to utilize social media on behalf of the American Bar Association Young Lawyers Division (“ABA YLD” or “Division”) when delivering content, facilitating engagement, and communicating with both members and non-members.

Social media provides a valuable opportunity for the Division to engage and inform members and promote the Division’s activities and member benefits. Use of social media includes, but is not limited to:

- Encourage member interactions and collaborations to foster a sense of community;
- Easily disseminate information and notifications to members;
- Provide opportunities for non-members to join the Division and learn of the opportunities that the ABA and ABA YLD present; and
- Promote the Division’s public and member service projects, conferences, programming, publications, and other member benefits.

This Policy applies to any individual who uses social media on behalf of the Division, including but not limited to ABA staff and volunteer leaders. Questions on this policy should be directed to the ABA YLD Online and Social Media Coordinator.

II. DEFINITIONS

Administrator: Any person who has access to a Division social media account for any period of time shall be deemed an “Administrator” for the purposes of this policy.

Social Media: Social media refers to the online interactions between people involving the sharing, creating and/or exchange of information and ideas.

Social Media Platforms: Web-based networks that allow the exchange of information and ideas between people online (i.e. Twitter, LinkedIn, and Facebook). The ABA YLD maintains a social media presence only on Facebook, Twitter and LinkedIn.

III. USING YLD SOCIAL MEDIA APPROPRIATELY

1. Social Media Accounts for Division Committees, Boards, and Other Subgroups. Committees, boards, and other subgroups within the ABA YLD are required to share their content, programs, conferences and products on the main Division social media accounts. Committees, boards, and other sub groups are not permitted to have their own Facebook, Twitter, LinkedIn or other social media accounts. Any such existing account must be removed or deleted.

2. Associated Email Addresses. All Division-related social media accounts must be associated with an email address provided by ABA YLD staff. This associated email address cannot be changed without the written consent of staff.
3. **Administrative Rights.** ABA YLD Staff must have access and administrator rights to every Division social media account. Administrative rights to manage all social media accounts, with the ability to modify content, may be granted to volunteers (Communications Director, Online and Social Media Coordinator, or team members) as approved by the Division Staff Director and/or ABA YLD Chair on an as needed basis.

4. **Posts Beyond the Scope of the Division.** Outside products, services, companies, and organizations should not be promoted on Division social media without the consent of the ABA YLD Chair or Staff Director.

5. **Political Posts.** Messages or posts that are political in nature or that constitute an endorsement of a particular political view or political party is prohibited unless approved by the Division Chair in consultation with the Division Staff Director.

6. **Copyrights and Trademarks.** Those posting on Division social media accounts must take note of any copyrights or trademarks associated with content they wish to utilize or repurpose. The use or distribution of copyrighted or trademarked material without written consent from the right holder is strictly prohibited.

7. **Logos.** ABA and Division logos cannot be used without consent from ABA YLD staff.

8. **Deletion of Inappropriate Content.** Administrators shall review content and communications on the Division's social media accounts as needed and promptly delete material that violates this policy. Additionally, ABA YLD Staff and/or the Division Chair reserve the right to delete any content or communications on Division social media that they deem to be inappropriate or inconsistent with the goals of this Policy. The Division Chair, Communications & Technology Director, and Online and Social Media Coordinator shall be notified when content is deleted pursuant to this paragraph.

9. **References and Links.** All official ABA YLD accounts shall refer to the Division as the “American Bar Association Young Lawyers Division” or “ABA YLD.” All social media account profiles must provide a link to the Division homepage.

10. **Paid-For Content.** “Member-only” content (e.g., content that is password protected or “premium”) may not be shared directly; however, links to such content or assets on the Division website is permitted.

11. **Violations of Social Media Policy.** Administrators who participate in online communications that violate this Policy or are inconsistent with Division principles and goals shall have their administrative access to all Division-related social media accounts revoked.

12. **ABA Policies.** The Division and anyone posting on Division social media shall also adhere to any official ABA social media policy and requirements.

### IV. SOCIAL MEDIA PROTOCOL AND POSTING PROCEDURES

All posts made to Division social media must be submitted using the social media submissions link on the Leadership Portal of the ABA YLD website in a manner congruent with the established procedures and best practices for doing so. (SEE: Social Media Protocol)