



## **Social Media Policy and Guidelines Notes**

### **General Guidelines:**

- Online activity must be reflective of the CATA/ACAT Vision and Mission.
- Be Honest about who the poster is. Use your official title in the post.
- Make sure you practice respect and humility in all social communications. CATA/ACAT's social resources are public space, not a personal sphere.
- Exercise good judgment by sharing only public information - including financial and identifiable data. There should be no 'gray' zone.
- Be mindful and aware that content you put online is potentially permanent. Mind your manners and respect your diverse audiences.
- Understand that the same rules and laws apply online as they do offline. Respect the privacy of offline conversations. Communication medium change does not mean different and new rules apply.
- Respect laws and do not misuse CATA/ACAT resources for copyright infringement.

### **Content Guidelines:**

- Posts on social media sites must primarily emphasize Canadian art therapy practice.
- Content of the postings, including videos, texts, and images should be reviewed to verify there are no factual inaccuracies, including cursory search of credentials of individuals and organizations identified.
- Make it clear that views expressed are your own, unless the Board of Directors has voted and made a decision for the organization. You speak for yourself online but your actions reflect those of CATA/ACAT.
- Information regarding *Canadian* art therapy should be emphasized on the social media sites. This includes all visual arts such as sculpture, painting, ceramics, printmaking, etc.



## **Social Media Policy and Guidelines Notes**

- Online activity must also emphasize both official Canadian languages of English and French whenever possible.
- Content that promotes CATA/ACAT should always receive approval from the Social Media Chair or Communications Chair.
- If ever in doubt regarding appropriateness of content, consult Social Media Chair, Communications Chair, or a member of the CATA/ACAT Board.