



SOCIETY OF EXPLORATION
— GEOPHYSICISTS —

Social Media Policy

Introduction and Purpose

Social media is an important form of communication. The Society of Exploration Geophysicists (SEG) uses social media to promote the organization and, more importantly, to engage its audiences, including prospective members, existing members, corporate and/or association partners, donors, community members, and news media. Social media refers to online tools and services that allow users to create, publish, and share content to engage with others. It can be challenging for participants in our organization to reconcile the public and private use of social media. It is vitally important that social-media communication that reflects on SEG comply with this Social Media Policy.

SEG's goal with respect to social media is to ensure that its communications in all social-media channels are as consistent, accurate, timely, fair, constructive, respectful, informative, and mission-advancing across all platforms. Misuse of social media by SEG or its members can have a detrimental impact on our organization.

SEG uses social-media platforms to participate in interactive discussions, promote activities and products, and share information. SEG recognizes and stresses the importance of protecting confidential and proprietary information, reputation, and brand, and advancing our mission, policies, and values.

This policy applies to the Board, committees, members, staff, and volunteers of SEG and third parties who participate in social-media activities with or on behalf of SEG or when speaking as Board, committee members, members, staff, and volunteers of SEG. All such individuals agree to adhere to this policy as a condition of their volunteering for SEG in any capacity, being a member of SEG, or being employed by SEG. SEG expects anyone participating in social media on behalf of SEG or when speaking as a Board member, committee member, member, staff, or volunteer of the Society to understand and follow this policy.

SEG's marketing group will continuously review our strategies and best practices for using social media. Since social media continues to evolve so rapidly, the SEG Social Media Policy is a document that is likely to evolve over time as well.

SEG Primary Social Media Accounts

The Society of Exploration Geophysicists (SEG) has identified primary social-media accounts that tie directly to our communication and marketing objectives to engage our audiences, increase active participation, and raise the profile of SEG. These include but are not limited to:

- Facebook

- Twitter
- Instagram
- LinkedIn
- Slack
- Basecamp
- WeChat

SEG is committed to building a responsible and respectful social-media community and has established social-media procedures that apply to platforms it uses. Social media allows SEG to share messages on a global and local level. All individuals professionally associated with SEG's access to the officially sanctioned social networks are expected to exhibit integrity, honesty, and respect for the rights and property of all.

General Social-Media Principles

SEG expects anyone participating in social media on behalf of the Society or when speaking as Board members, committee members, members, staff, and volunteers of SEG on social media to understand and follow this policy.

Be professional

As an ambassador for SEG, even in your personal social media, one should always start with an assumption that any statements made are likely to be taken as a representation of SEG's views. When posting an opinion on social media sites that could possibly be interpreted as controversial, negative, or contradictory to SEG's policies, it is important for you to specifically state that any personal opinions you express may not be the same as those of SEG. When authorized to speak on behalf of SEG, express the position of the SEG leadership team rather than personal views.

Do not share confidential or proprietary information

Any information that if shared could violate the privacy or property rights of the Society, its members, its staff, or those of any other person or entity, is considered confidential and/or proprietary information and should never be published in any format, including, without limit, social media.

Follow the law and the governing documents of SEG

Never plagiarize or violate copyright and licensure laws and other laws designed to ensure fairness in business practices. Be aware that antitrust, copyright, tradename-protection, and data-protection laws apply to social-media posts. Always comply with any applicable laws and regulations, including those addressing libel and defamation. Do not engage in any social-media posting that violates SEG's Code of Ethics, Leadership Code of Conduct, Bylaws, Election Campaign Policy, Policies and Procedures Manual, registration as a not-for-profit organization, and any other applicable rules, regulations, policies, or procedures.

Respect our differences

It is the policy of SEG that all participants in SEG activities enjoy an environment free from discrimination, harassment, and retaliation. Social-media posts must comply with the organization's Anti-Harassment Policy for SEG Meetings & Activities.

No expectation of privacy

All content of SEG's communications and resources are the property of SEG. When posting on a social-media platform, realize that once the content is posted, it is out on the Web and can be seen forever.

Be credible, accurate, and fair

When commenting, refrain from negativity at all costs. When disagreeing with others' opinions, be objective and respectful.

Create value

In social media, you have seconds to grab the attention of your followers before they move on. Readers value relevant information and strong content. Each post is an opportunity to grow a sense of community. Content is king. Think of written posts, blogs, articles, and guides. These articles demonstrate your company's knowledge and expertise, which can help build your credibility and reputation. Well-constructed infographics are among the best attention-grabbers. They can be highly effective for conveying complex ideas.

Always respect the brand

SEG is a global organization with a mission of connecting the world of applied geophysics. All social media posts and engagements should respect and protect the value of the SEG brand.

Page-Posting Guidelines

SEG social-media platforms are maintained to provide a safe community through which the Society can engage with the public. SEG's posts will share information about and achievements of the Society, its members and its staff as well as other relevant content for the communities the organization supports. All comments posted to SEG's social-media channels are subject to review and removal by the page administrator at the discretion of SEG's marketing team.

SEG social-media administrators may:

- Encourage positive and productive participation and discussion
- Remove comments at any time, for reasons listed in this policy
- Acknowledge postings from members in other media
- Post pictures and videos from SEG events

To preserve a climate that encourages both civil and fruitful dialogue, SEG reserves the right to delete posts that violate this policy and to suspend or terminate the right of any participation for any reason without notice. If you have questions about this policy, please contact SEG's marketing team at marketing@seg.org.

Reporting inappropriate comments

If you have feedback or would like to report an inappropriate comment/content for us to review, send an email to: marketing@seg.org.

Approval Before Use

Creating a new social media account on any platform for any SEG-associated entity is **prohibited without approval from SEG's marketing team unless prior authority to do so has been granted**. A new social-media account requires completing the [Social Media Worksheet](#) and a [New Social Media Account Request Form](#).

Officially sanctioned Student Chapters are exempt from this step. Student Chapters are allowed to create, administer, and implement social-media accounts without prior approval.

All Student Chapter pages *must* include the student chapter disclaimer which should be posted on each Chapter's social-media pages:

This is a Student Chapter page for Society of Exploration Geophysicists (SEG) that is managed by this chapter. SEG does not monitor or post content to this page and is not responsible for the content and does not verify for accuracy of any information on this page. The views expressed herein are those of the participants in the group and does not necessarily reflect official policies or positions of SEG or any other agency, company, or organization.

SEG's marketing team will have admin access to all social-media pages/platforms created for the express use of an SEG subgroup, such as a committee. Simultaneous admin access may be granted to appointed representatives.

All social-media accounts must comply with the policies of individual social-media platforms as well as all other provisions of the SEG Social Media Policy.

Social-media feeds bring with them a host of issues around oversight, timeliness, responsiveness, and so on. As such, SEG should consider these issues carefully before pursuing a new social-media account. Consider using existing accounts when possible, rather than creating new accounts and building a following from scratch.

SEG reserves the right to deny a request for a new Society-branded social-media account if it is determined another strategy would be more effective, or if a similar account exists that may be utilized.

By creating a social-media account, your department or group is committing to post on a regular, consistent basis and to monitor the page daily for comments, questions, or additional requests. SEG reserves the right, at its discretion, to remove or temporarily suspend social-media accounts that have been inactive for more than six (6) months.

Social-Media Guidelines

SEG's social media channels, including all third-party social media websites, and any postings and comments shall **not** contain or link to language or illustrations that:

- Are libelous, defamatory, obscene, threatening, harassing, offensive, demeaning, derogatory, abusive, ad hominem, or off-topic
- Are solely for commercial purposes
- Endorse or oppose any candidate, officeholder, political position, or political affiliation.
- Include spam or chain letters

- Violate third party's privacy rights, proprietary rights, or any other applicable local, state, national, or international law
- Degrade others on the basis of gender, race, class, ethnicity, national origin, religion, sexual orientation, gender status or identification, disability, or any other classification

Information posted on social-media channels is available for all to see. Comments are subject to defamation, antitrust, and other laws. SEG will not be held liable for any injury or damage resulting from statements posted on SEG-affiliated social-media platforms.

SEG Social Media Management

Administrators

Social media are platforms for engagement. As such, accounts should remain professional yet conversational. On social platforms, we encourage people to use a welcoming, lively, friendly, and positive tone in their posts, replies, and direct messages.

All social media accounts acting on behalf of SEG **must include** SEG's social-media manager and director of marketing or staff liaison as administrators on their page. This is in place in case of emergencies, for when the regular page administrator needs assistance, or to serve as a bridge during time of page-administrator transition.

Any entity or person creating a social-media presence that is represented as operating on behalf of SEG must clearly identify itself as such.

Detailed guidelines and information on each social media platform may be found in the **Social Media Best Practices** documentation available upon request from the marketing team.

Violations

Board members, staff, volunteers, and members who find an unauthorized page or post depicting, using, or containing SEG information, name, logo, tagline, or brand, should immediately report the page to marketing@seg.org. SEG will contact the third party directly and take corrective action.

For additional concerns, questions, or information regarding social media, please contact marketing@seg.org.