

 **ISACA** Social Media Policy

Every day, people have conversations about ISACA certifications, research, frameworks, solutions, and events in social media, including but not limited to LinkedIn, Facebook, Twitter, and Instagram. Social media is an excellent way to engage, inform, and respond to local chapter members and gain awareness among new people.

Chapters should reference ISACA's social media principles before engaging in social media:

1. Be Truthful and Fair

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

2. Protect Information

Do not share any 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.

3. Respect Intellectual Property Rights

The Internet makes it easy to search and find images and other third-party content. 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.

4. Follow the Law and the Code of Conduct

You are responsible for what you write in social media. This means you are liable for your actions with respect to your social media activities. Before you post to social media, make sure it fits with ISACA's Social Media Policy, [Code of Conduct](#) and any restrictions that may apply to your content based on applicable law and regulations.

5. 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: seek permission and obtain written consent before posting content.

Tips

- Be yourself. Stick to your area of expertise; write what you know.
- Professionalism matters. What you post reflects on who you are and how you will be viewed.
- Remain calm. There can be a fine line between healthy debate and incendiary reaction.
- Be nice! Do not criticize others.
- Think before you post.
- Always assume all your social media communication is visible to everyone, anywhere.
- Respect copyrights and give credit where it is due. Include a link to the source and/or tag the third-party.
- Retweet or share from the source.
- What you write is your responsibility.
- Know all applicable rules, laws, policies, regulations, and third-party terms.
- At events, post notices that video/pictures will be taken. If you do not have permission, do not post.

Questions? Contact
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