



CHAPTER TOOLKIT

Guidelines for AMPP Chapter Websites and Social Media

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Overview

AMPP Chapter websites and social media are essential in communication with AMPP members. These guidelines are intended to assist Chapters in the effective operation of their websites and assist you in ways to help promote your Chapter through social media. Both are built around engaging your audience with great content.

A Chapter planning to develop a website or social media page for the first time may find it helpful to examine the websites and social media of other AMPP Chapters to develop ideas about the kind of information to include.

For any questions regarding this toolkit, please contact Cindy Tracy, Chapter Engagement Senior Specialist at cindy.tracy@ampp.org.

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Chapter Websites

WEBSITE CONTENT

At a minimum, Chapter websites should include:

- The AMPP Chapter logo with the Chapter name prominently displayed
- A link to the [AMPP home page](#)
- A calendar or listing of upcoming Chapter programs, speakers, or events
- Names and contact information*
- Depending on the size and needs of the Chapter, other types of content that Chapters may want to include on their website:
 - ◆ Information about key AMPP activities (awards programs, scholarships, leader meetings, symposia, etc.)
 - ◆ News about Chapter members
 - ◆ Reports and summaries of Chapter technical presentations or workshops (The presentation owner must give written permission to publish.)
 - ◆ Links to important pages on AMPP.org (e.g., Member Directory, Training Schedule, Conferences & Events, or other AMPP products and services as appropriate)
 - ◆ Contact details for the Chapter webmaster
 - ◆ Banner advertising
 - ◆ Logos of local Chapter sponsors
 - ◆ AMPP news and meeting information

*Chapters should not post any member identification numbers or personal information of their chapter members to protect member privacy.

Chapter officers are responsible for ensuring that website content complies with AMPP policies and guidelines. Chapter websites should not include inappropriate or potentially offensive content of a sexual, racial, religious, cultural, or political nature.

The website must be kept up to date. An out-of-date website does not provide an impression of quality to members or website visitors. Chapters may find it useful to establish a schedule for website updates to ensure content is updated. We suggest content is updated at least quarterly.

WEBSITE HOSTING, MANAGEMENT, AND URL

Chapters have a wide range of options and technology available to them. The right choice depends on the section size, needs, and capabilities. In determining what technology to use, Chapters are encouraged to consider future needs in determining what technology to use. Even though the Chapter has one member able to develop HTML pages this year, a similar resource may not be available in future years. The ongoing ability to maintain the website is an important consideration.

DOMAIN NAME

A Chapter must purchase an appropriate domain name to develop an external website. The domain name/universal resource locator (URL) should include the Chapter name or acronym/abbreviation and should not include the name of any non-AMPP entities, including the hosting service. This domain name should include the initials AMPP, with some indicator for the Chapter name, with a preferred ending of .org, or .org.country abbreviation.

Examples of acceptable domain names for independent geographic chapter websites:

- <http://www.amppcalgary.ca/>
- <http://www.ampp-houston.org/>
- <https://www.amppitalia.it/>
- <http://www.amppindia.org/>

Chapters must inform their website provider that the Chapter domain should be used throughout the site, not just on the homepage. Website provider names should not appear in the URL or interior pages of the website.

QUALITY OF CHAPTER WEBSITES

All AMPP publications, including websites, should protect and enhance AMPP's reputation for quality. Chapters should ensure their website presents a professional image and maintains AMPP's reputation for impartiality.

CHAPTER RESPONSIBILITY FOR OVERSIGHT OF CONTENT

Where a Chapter works with a contractor on their website, it is the responsibility of the Chapter officers to ensure that website content complies with AMPP policies. Questions, complaints, or comments about the content of a Chapter website should be directed to and responded to by the Chapter officers, not a contractor.

EXTERNAL SITES

The following documents should be applied to the external website [privacy policy](#) and [code of ethics](#).

IMPARTIALITY

To protect AMPP's reputation as a respected professional association and the global authority for corrosion prevention and protective coatings knowledge, editorial material published on chapter websites should not promote using a specific product or service and should present an impartial, balanced view of technology.

PROFESSIONALISM

Chapters are responsible for ensuring that their websites present a professional image, avoiding inappropriate or potentially offensive content. Chapters must be mindful of the highly diverse nature of AMPP's global membership and avoid materials of a sexual, racial, religious, or political nature. AMPP is a technical organization, and while chapters may engage in a wide range of non-technical activities (e.g., charitable, educational, social), these are nonetheless activities sponsored by a professional society and the overall tone must be professional.

COPYRIGHT PROTECTION

Chapters are responsible for confirming the right to publish all material on their websites and for obtaining written permission from the copyright holder before publication. This includes photos, text, presentations, videos, podcasts, and other materials. Posting material on a website constitutes publication of that material. Thus, copyright laws that pertain to reproducing material in print also apply to material on a website. Copyright remains with the originator (e.g., author, artist, photographer) until it is transferred to another person or organization. Chapters should be aware that taking material from one website, including graphics, and posting that material on its website without permission is likely to be a violation of copyright.

If AMPP members or the public post materials on a chapter website without prior approval by a chapter officer, the officers or their contractor must periodically check the website for possible copyright violations and remove any materials that may represent a copyright violation.

Because it is easy to copy material from a website, a chapter may want to include a copyright notice on material that it does not want to be freely copied. The easiest way to do this is by including a copyright notice in the website's footer. For example, "Copyright 2010-2020, AMPP Philadelphia Chapter." The date range reflects that various website content may have been written on different dates during that period.

ADVERTISING

Advertising accepted for AMPP chapter websites should be pertinent to the industry and association members.

STYLE GUIDE FOR WEBSITES

Your chapter website is an extension of the association brand and must reflect the style and look of AMPP. The typography, color, imagery, and layout should all be considered during the development of your chapter website. For a copy of the current AMPP style guide, please email marketing@ampp.org

Social Media for AMPP Chapters

Social media is a dominant form of communication in today's world. It can be an important tool for your AMPP Chapter to engage members and create new connections.

Before creating a profile on a social media platform, ask yourself these questions to determine if a presence for your Chapter is warranted:

- What are your Chapter's business goals? Can social media help you accomplish those goals?
- What social media platforms do your target audience (Chapter members) prefer?
- Do you have the resources to keep your content fresh and moderate comments?
-

REGISTER YOUR ACCOUNTS

Chapters must register all social media accounts with AMPP HQ.

Registering your accounts allows AMPP to follow your Chapter's social presence, reshare and repost content, or add content relevant to your membership (i.e. registration information on conference).

BENEFITS OF REGISTERING:

- Increased reach – HQ may share your content with the global AMPP community of 21,000+ followers.
- Access to expertise and support from AMPP HQ Social Media Team.
- Receive exclusive content, sharing suggestions, and resources for using social media effectively.
- Newsletter with the latest social media tips and insights into AMPP-specific trends across all social platforms.



Already have a social media account for your Chapter.

Now that AMPP has an established brand, you should have renamed your social media account to reflect your AMPP Chapter name OR started from scratch. Make sure all references to legacy/former NACE and SSPC chapters have been removed from the name of your chapter and the graphics.

Rename an existing account

[LinkedIn](#) | [Facebook](#) | [X \(Twitter\)](#) | [Instagram](#)

All legacy NACE and SSPC Social Media accounts should have been deactivated.

AMPP Social Media

AMPP has a social presence on Facebook, X (Twitter), LinkedIn, Instagram and YouTube. All accounts for AMPP are linked on the homepage of [ampp.org](#).

Chapters are encouraged to share and promote content posted by AMPP to their social accounts, further distributing relevant news and information to our global membership.



SOCIAL MEDIA GUIDELINES

When you are in a position to represent AMPP, the use of social media carries certain responsibilities:

- Content posted on social networks on behalf of AMPP Chapters must adhere to the expectations of professional and ethical conduct established in the [AMPP Code of Ethics](#).
- Visual content, including profile images, cover images, flyers, PDFs, and other social media graphics, must adhere to the [AMPP Chapters Logo Guide](#).
- Inappropriate postings such as discriminatory remarks, harassment, threats of violence, or similar inappropriate or unlawful conduct will not be tolerated and may subject you or your Chapter to disciplinary action.
- Chapters should designate Governing Board Officers or optional activity chairs (such as Webmaster or Membership Activity Chair) to create and maintain your social media accounts.

WHAT SOCIAL MEDIA PLATFORM SHOULD WE USE?

LinkedIn and Instagram are currently the most active platforms for AMPP HQ's audience.

We recommend starting with a **LinkedIn Page** for your Chapter. LinkedIn is the world's largest professional network with 756 million members in more than 200 countries and territories. Unlike other social media platforms, it is available to people in most countries where AMPP members work and live.

SETTING UP YOUR CHAPTER'S SOCIAL MEDIA ACCOUNTS

- Your LinkedIn page name should match your approved AMPP Chapter name.
- Use the provided logos and cover image.
- Fill out your page with relevant information.

Next steps

- Invite relevant connections to join (avoid spamming everyone you know!)
- Try to post at least once a week.
- Create LinkedIn event listings for upcoming meetings, etc.
(You can also submit posts to the AMPP LinkedIn Group)

WHAT SHOULD I POST?

Post original, engaging content regularly. AMPP HQ posts content frequently that you can share on your Chapter's page. Other ideas include:

- Updates about Chapter activities
- Photos gallery from recent events
- Technical articles or blogs
- Welcome new members
- Questions/Quizzes you would like to ask your members

OTHER OPTIONS INCLUDE:

- Instagram account
- LinkedIn Group
- Facebook Group
- X/Twitter account
- WhatsApp group

To generate more conversation and interest in your posts, consider these tips:

- Be concise.
- **Tag AMPP in your posts. This makes your shared content searchable and visible to the entire AMPP community and allows AMPP HQ to share your posts.**
- Be sure to post content relevant to your members and the coatings/corrosion industry. Remember that everything you post from an AMPP Chapter social media account reflects AMPP's reputation and influence.
- Avoid copyright infringement. Third-party content should be properly attributed to its source.
- Actively monitor comments and respond in a timely and professional manner.

WHAT IF I RECEIVE A NEGATIVE COMMENT?

In the event of disparaging or false comments, you may delete the content and block the user. This is separate from criticism or honest feedback about AMPP or your AMPP Chapter. In this instance, the protocol is not to delete the criticism but address the criticism with facts.

If in doubt, please contact AMPP Social Media Specialist Sophia Kramer, who can help craft an appropriate response.

SUPPORT

If you have questions about these guidelines or need help with account setup, AMPP's Social Media Specialist can assist.



Email sophia.kramer@ampp.org, Social Media Specialist at AMPP HQ.

