

Social Media Ethics, Expectations & Guidelines

Thank you for volunteering your time to contribute to the RCN-ECS social media communication platforms. Navigating the dynamic social media landscape can be challenging and our intent in providing this document is to clarify our expectations with respect to the ethical standards we expect members of our community to adhere to. By taking on the role of an RCN-ECS blogger or tweeter you agree to not:

1. Post material that is threatening, harassing, illegal, obscene, defamatory, libelous, or hostile towards any individual or entity.
2. Post phone numbers or email addresses of yourself or any other individual or entity.
3. Post material that infringes on the rights of any individual or entity, including privacy, intellectual property or publication rights. This includes, but is not limited to, the improper use of images, logos, videos, or content.
4. Post material that promotes or advertises a commercial product for the purposes of financial gain.
5. Allow any other individual or entity to use your identification or login credentials for posting or viewing comments.

Surveys: So that we are better able to assess the impact of this role (both costs and benefits) on your academic career, we will ask that you to fill out two surveys (we will send links before and after). We also request that you provide us with a few photos (including a headshot) and a one-paragraph bio (including your personal social media handles) that we will use to announce your upcoming role.

General Guidelines:

- Stick to your area of expertise.
- Provide unique, individual perspectives on what is happening within your field/community.
- Always “write what you know” in an interesting, educational manner. But also remember to be open to learning and exploring new topics in an informed manner.
- Social media is a two-way dialog – always remember to listen! Read comments, ask questions. Engaging with followers will increase interest and help retain your audience.
- There may be times when you disagree with comments or responses. Honest disagreement is fine, so long as you can detail and explain your opinion. But when engaging in such a discussion, always stay appropriate, polite and on point.
- When reposting or retweeting content from other users, make sure you attribute it and link to it appropriately.

Specific Guidelines for Bloggers:

We recommend that you keep posts on the short side – somewhere between 600-800 words. Please send us your blog post ONE WEEK prior to the scheduled date, in the Markdown formatting language using the following template:

```
---
layout: post
title: Your Title
---

Some text.

### Subsection Title format

Some more text.

[I'm an inline-style link](https://www.google.com)

![I'm an image](my_image.png)

![I'm also an image but with web link to image](https://mysite.com/my_image.png)

### Biography

[Jane Doe](https://JaneDoesWebsite.edu) is an Assistant Professor in the
Department of Biology at the University of NeverEndingWork. Dr. Doe studies
population genomics of marine copepods.
```

Save your file in the following format: "YYYY-MM-DD-YourLastName-ShortTitle.md"

Email your post to evolvingseas@gmail.com. Be sure to also email us any images with this file that you would like to include in the post, and please make sure they are formatted for the web (1000 pixels or less for both width and height).

Specific Guidelines for Tweeters:

We will be using TweetDeck to manage shared access to the @EvolvingSeas account. Simply navigate to <https://tweetdeck.twitter.com/> and login with your normal Twitter username and password and the dashboard format. Note that with TweetDeck you can easily toggle different accounts so that if you choose you can maintain your personal account at the same time you are curating @EvolvingSeas. It is also possible to schedule tweets in advance. Please visit <https://help.twitter.com/en/using-twitter/how-to-use-tweetdeck> for additional TweetDeck information; a nice video tutorial is available here: <https://www.youtube.com/watch?v=X3bMpSquqcA>

Your week at the helm will begin Sunday at midnight EST (but please feel free to wait until a civilized hour in your time zone to begin tweeting). You will receive an invitation to add the @EvolvingSeas account 48 hours in advance of your scheduled start time to ensure you are able to access the account, but please do not begin tweeting until your scheduled start time.

We find that the more you communicate, the more impact you will have. We therefore recommend preparing a tweet plan for your week at the helm. Outlining a series of topics you would like to cover, preparing additional photos or gifs and even drafting out your tweets in advance will help you maximize your impact while minimizing the time-commitment when you run the account.

Since our focus is on both evolution and climate change, you may encounter individuals with alternate viewpoints. If you are comfortable, please feel free to engage in constructive discourse. However, if you experience any form of harassment from a deliberate troll, please inform the account moderator (Katie Lotterhos, k.lotterhos@northeastern.edu) as soon as possible and we will take the necessary steps to block this individual.