



# Social Media Policy

Effective May 19, 2014

**To the extent that MWAA engages in social media, this policy is designed to provide guidelines for posting whether posted by internal MWAA staff or submitted for posting by those outside of the organization. This policy may be edited from time to time and the sole discretion of the MWAA Board**

**Current Status: MWAA has a website, LinkedIn Group, Facebook Page and Twitter account. Posting by internal staff can be done without prior review or approval. Submissions by outside groups or companies must be approved prior to posting.**

**Who can post: Those authorized by the board may post or manage posts. Board members may post to their personal SM accounts regarding MWAA news or announcement, but it is recommended that they follow these policies when posting items**

## **What can be included in a post?**

1. Posts should be consistent with our Mission Statement. If the submitted post is not in line with the mission statement, it should be rejected.

### **Mission Statement.**

Our Mission is to provide a regional opportunity for training, education and networking in the Midwest acquiring community. We provide a forum for the discussion of issues related to the payments industry.

2. If in doubt about whether a submitted posting is acceptable, ask the board for input.
3. Overarching message is that postings to SM in the name of MWAA should not be direct solicitations or advertisements. The following list is a guideline:

### **Acceptable**

1. Informational press releases about mergers, acquisitions, company changes
2. Notices about new hires, promotions or job opportunities

3. Announcements providing notices about industry information and discussion
4. Commentary about the industry, the MWAA or business situations our participants face

Not Acceptable

1. Announcements about new products, services, agent programs or ISO sponsorship which are purely promotional in nature
2. Solicitation for agents, merchant portfolios or ISO acquisitions
3. Solicitation for any product, service or program
4. Offensive speech
5. Anything that the MWAA board deems inappropriate for its web presence