

## INFORMATION FOR **GSA VOLUNTEER LEADERSHIP** REGARDING **SOCIAL NETWORKS**

From GSA Communications - Updated: October 2020

GSA does not attempt to regulate or control members' activity in online social networks. We encourage GSA Sections, Divisions (or other GSA entities) to create their own specialized networks in order to participate in scientific dialogue and advance the mission and goals of GSA and its various constituencies. We do encourage these GSA entities to affiliate themselves with GSA as the parent organization when possible, being cognizant of proper usage of GSA logos and the following guidelines:

To reduce GSA's legal risk involving social media, and to protect the Society's reputation, GSA forbids the use of social networks in ways that are illegal, go against GSA's interests, or breach anti-discrimination policies or antitrust laws. Antitrust laws prohibit postings that encourage or facilitate agreements between members concerning the following, as they pertain to geoscience services: prices, discounts, or terms or conditions of sale; salaries; profits, profit margins or cost data; market shares, sales territories, or markets; allocation of customers or suppliers; or any other term or condition related to competition.

GSA fundraising is coordinated through the GSA Foundation. No component group is authorized to undertake fundraising initiatives online, through social media, or otherwise, without consultation with and authorization from the GSA Foundation. Contact Chris Maples ([cmaples@geosociety.org](mailto:cmaples@geosociety.org)).

Please do not post or allow others to post commercial messages or employment advertisements on social media pages affiliated with GSA. The Society maintains a robust geoscience job board on our website. Nominal advertising fees support the operations of the Society, including *GSA Today*, and a central, searchable repository for geoscience positions and opportunities provides the best visibility for employers and job seekers. We do encourage you to link to our job board postings on your social networks to promote visibility.

Publication and commentary on social networking sites carries similar obligations to any other kind of publication or commentary. We do encourage you to participate in social media spaces, but urge you to do so properly, exercising sound judgment and common sense. GSA can be held liable for the unauthorized actions of officers and other volunteers even if the association does not know about, approve of, or benefit from those actions as long as the volunteer reasonably appears to outsiders to be acting with the association's approval (its *apparent authority*). We therefore respectfully ask that you do not breach the trust GSA has in you by acting outside of your apparent authority. You should be aware that if your committee or your Section or Division endorses petitions, advocacy letters, or other calls to action without express permission of the GSA Council, you may be giving the impression you are speaking for the society. Only Council has that authority as in the GSA Constitution and By-laws. You are responsible for your actions. Anything you post that can potentially tarnish GSA's image will ultimately be your responsibility. All uses of social media must follow the same code of ethics and professional conduct that GSA members must otherwise follow.

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including GSA's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. Do not attach or link to PDFs of GSA articles that are not available as open access without express permission from GSA Publications.

Highlighting your GSA affiliation might include providing a link to the official GSA page where appropriate. Please share your links with us so that we can help you build your social network presence.

Below is a description of GSA's social presence to date.

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#### FACEBOOK

GSA has a Facebook page at <https://www.facebook.com/GSA.1888>.

This page is monitored and administered by GSA's Community Manager and is viewable by anyone whether or not they are a GSA or Facebook member.

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#### TWITTER

GSA has a Twitter account at <http://twitter.com/geosociety>.

This is monitored and administered by GSA's Community Manager. GSA creates hashtags for meetings and other topical interests to facilitate targeted conversation. Example: #GSA2020 for the GSA Connects Online 2020 Annual Meeting.

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#### LINKEDIN

GSA's LinkedIn group (<http://bit.ly/2kIR1XG>) features user-generated discussion, which is monitored and administered by GSA's Community Manager. Group members can also participate in 19 subgroups – one for each GSA Division, plus one for GeoCorps America.

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#### YOUTUBE

GSA's YouTube Channel: <http://www.youtube.com/geosociety>

Here you will find GSA videos, plus many that we have marked as "favorite" from other channels.

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#### INSTAGRAM

GSA's Instagram: <https://www.instagram.com/geosociety>

GSA's Instagram account is monitored and administered by GSA's Community Manager. The Instagram feed includes photos "from the field," as well as from GSA events, programs, and publications. It also features stories, videos, and hashtags to facilitate targeted engagement.

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#### GUEST BLOG

*Speaking of Geoscience™* is GSA's guest blog for giving voice to members and friends. It is scientists sharing ideas and information, asking questions, and dissecting issues across a range of earth-science topics. We invite you to visit this site often and add your comments to the discussion: <https://speakingofgeoscience.org>.

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#### MEMBER COMMUNITY

GSA's Member Community is an online networking and collaboration site for members, featuring GSA's member directory and discussion groups for networking, asking questions and sharing knowledge; personal profiles you can update with your photo, bio, interests, and more; as well as resource libraries with fully searchable documents, videos, and images. The Member Community platform is intended to enhance member experiences with GSA and with each other, streamline volunteer work processes, reduce duplication of efforts, and offer new avenues for engagement and scientific discourse. Log in at <http://community.geosociety.org>.

Questions may be directed to [community@geosociety.org](mailto:community@geosociety.org).