



**BUSINESS  
PROFESSIONALS  
of AMERICA**

**Giving Purpose  
to Potential**

## **National Officer Social Media Contract**

Should you be elected as a National Officer, Business Professionals of America (BPA) and its Board of Trustees wants to make sure you are aware of the Social Media Guidelines during your service term.

Business Professionals of America recognizes and supports a student's rights to freedom of speech, expression, and association, including the use of social networks. In this context, however, each National Officer must remember that participating and serving for the organization is a privilege.

As a National Officer, you represent not only the state and chapter you are from, but you also serve as a brand ambassador for Business Professionals of America and are expected to portray yourself, and the organization, in a positive manner at all times.

Social media, broadly understood as any sites and services that permit users to share information with others in a digital manner such as Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, personal texting, and blogs, are powerful tools of communication that have significant impact on your personal reputation, professional reputation, and the reputation of Business Professionals of America. As a National Officer, you must read and sign this contract acknowledging the National Officer's Responsibility to use social media responsibly as a member of the Business Professionals of America National Officer Team.

During your term of service, social media outlets will be used as a crucial means of communication. They will be used to encourage involvement with BPA students, advisors, partners and sponsors, as well as with other related followers. Do not be afraid to comment, retweet and "Like" so we can promote you and the organization.

As a member of the National Officer Team you are asked to uphold the high stature of Business Professionals of America in all conduct, both online and offline, including with the use of social media.

### **The following principles apply:**

**Uphold professionalism online:** Others associate you, and any opinions or personal information you disclose, with Business Professionals of America. Please ensure that all your social media profiles and activities are consistent with BPA's high standards of professional conduct as described in the Delegates Code of Conduct and the National BPA Social Media Policy. In addition:

- Post in such a way that is representative of all stakeholder groups of Business Professionals of America, from students and advisors to alumni and partners.
- In the virtual world, as a national representative of BPA, dress and behave as you would at official organization functions.
- Post meaningful, respectful comments. In all instances, avoid politics, controversial opinions, foul language, and indiscreet conversations or loose talk.

**Serve as a Brand Ambassador of Business Professionals of America:** During your service as a National Officer, you are asked to devote your time and energy to post content or discuss topics that are relevant to supporting the mission and vision of the organization. Maintain a social media presence

and participate in engagement on each of the platforms that the National Association has a presence.

**Ask:** When in doubt about a post, tweet or other action on social media platforms, reach out and consult the National Center Staff and your fellow team members. Even if in doing so, there may be some delay with the post or response. If you are about to publish something that you are uncertain of or that makes you the slightest bit uncomfortable, stop, review and consult.

**Act with discretion:** Information you are entrusted with, including inside information, confidential personnel matters, and sensitive information from internal meetings, are all considered "off the record" and should never be divulged or shared with others.

**Use official statements:** When you see posts or commentary on topics that require subject matter expertise, avoid the temptation to respond to these directly. An exception to this is if you respond with approved messaging that has been prepared or provided by the National Center for those specific topics, or you have received approval by the Director of Leadership Development and/or Director of Marketing & Stakeholder Engagement.

**Gain permission:** Before posting someone else's work, photos, etc., please contact the owner first. For example, if another person has posted a picture of a local BPA event and you would like to highlight it on your page or on the National BPA platforms, please first ask the original poster if it would be permissible to share their photo and content. Always remember to credit and tag appropriately using the @ or Repost notification.

**Share and link content:** Link to content published online, when possible. Share all relevant and interesting BPA information and news.

**Respect exclusive material:** Business Professionals of America must have the opportunity to publish text, photo and video material officially before it appears on your National Officer or personal social networks. Once published, you can share on your own platforms.

**Engage thoughtfully:** You are encouraged to share and like all material posted by official National BPA accounts on social networking sites. Refrain from commenting on official BPA- branded posts. It can be off-putting for an average Facebook user to click on a post and see virtual insider "pats on the back."

**Strive for accuracy:** Take a moment to think about what you are posting (both personally and professionally) before you hit the publish/post button.

- Think about the content: is it relevant and topical?
- Are you reviewing and maintaining the content you provide through social media on a regular basis?
- Proofread for spelling and grammar.
- Be aware of what you say and of your connections in social media networks.

**Accept, but don't initiate:** BPA National Officers should not issue friend requests, including to BPA student members or advisors. However, it is fine if members want to initiate the friend process and you accept. National Officers may also connect with Chapter and State Association platforms.

**Nothing is private, everything is public:** The online social network sites are not a place where you can say and do whatever you want without repercussions. The information you post on social networking sites is considered public information and as such, even though Email, Facebook messages, Instagram, Twitter and Snapchat direct messages may feel like private communications, they may easily find their way to the public. Think about who you represent:

- Yourself
- Your family
- Fellow officers
- Your chapter
- State and National associations
- Your school

Maintain a self-image of which you can be proud of for years to come.

**Reach out:** In the case of any issue related to BPA online, refer to your National BPA Division President, National Officer Coordinator and Director of Marketing & Stakeholder Engagement for counsel.

**National Officer Twitter & Instagram accounts:** Each National Officer inherits an official Twitter and Instagram account representing the position they serve. These accounts are owned by Business Professionals of America and as such, no officer should be under the impression information contained on this platform is private. Officers are required to report any password changes/updates to the Director of Marketing & Stakeholder Engagement immediately. The national organization has the right to inspect, access and/or revoke the account at any time without notice to the National Officer who has been assigned the account.

- These social media accounts will be the primary accounts used by National Officers to engage with BPA membership.
- National Officers have no control or management over National BPA social media accounts. Any content that the team would like communicated across National BPA social media accounts, must be submitted and approved by the Director of Marketing & Stakeholder Engagement.

**Social media leadership training:** Prior to receiving access to their Twitter and Instagram accounts and being granted approval to post as an official brand ambassador of the organization, National Officers are required to participate and complete a social media educational development training. As you prepare to represent the organization during your term of service, consider how and what you are doing will reflect on your professionalism and our collective reputation.

By providing your signature below, you hereby acknowledge and agree to uphold the brand and reputation of Business Professionals of America and your position as a National Officer to the highest standards, and will adhere to the Social Media Policy and National Officer Social Media Contract as outlined.

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_