

## Special Interest Group Social Media Guidelines for the implementation of social media accounts such as Blogs, Facebook or Twitter sites.

The Australian Association for Research in Education (AARE) endorses Special Interest Groups (SIGs) to establish and maintain quality social media accounts, such as blogs, Facebook or Twitter sites, to support the research related activities of members. In particular, AARE supports SIGs to operate social media accounts that enhance the overall vision and purpose of AARE.

**AARE Vision:** High quality educational research to enhance the public good

**AARE Purpose:** AARE promotes, supports and improves research and scholarship in education to enhance educational processes, policy and practice at all levels

### Before establishing a social media account

All social media accounts related to AARE SIGs must be established in accordance with the following guidelines:

1. An email must be sent to the [aare@aare.edu.au](mailto:aare@aare.edu.au) email with details of the proposed account. Details should include:
  - a. Type of social media account
  - b. Where it is going to be hosted
  - c. The name of the site and any handles that will be used
  - d. Details of who will take overall responsibility for managing the account
  - e. Details, including contact details, of people who will have administrative access to the account
  - f. Confirmation of endorsement from the SIG convenors

This information will be provided to the AARE Executive member - Communications Coordinator for consideration.

### Establishing a social media account

Once approval has been given, the following guidelines must be used to establish the account:

2. The AARE logo must be placed appropriately on the page. Please contact [aare@aare.edu.au](mailto:aare@aare.edu.au) for a jpg of the logo and a copy of the brand usage guidelines.
3. The following disclaimer must be placed prominently on the page.

4. 'The information contained on this Blog/Facebook/Twitter (use whichever is appropriate) account is for general information only. The Australian Association for Research in Education accepts no responsibility for errors, omissions or opinions expressed by the contributors to this site.'
5. There must be a person nominated to moderate the site actively to ensure it that it reflects the Vision and the Purpose of AARE. Any inappropriate content must be deleted as soon as possible.

In the case of a site becoming inactive, AARE will contact the listed moderator and if necessary shut down the site.

#### Promoting a social media account

AARE can provide assistance to promote SIG social media accounts via the AARE website, in the regular Member's Updates and using social media. Please ensure that final social media details are provided AARE via email [aare@aare.edu.au](mailto:aare@aare.edu.au) once they have been finalised.

#### Maintaining a social media account

SIG Convenors must notify AARE via email [aare@aare.edu.au](mailto:aare@aare.edu.au) if there are any changes to the person/s who is responsible to overall management of the account.