**PASH Social Media Policy**

Board Approved January 9, 2014

This policy governs the publication of and commentary on social media by officers, directors, committee representatives or liaisons and members of the Petroleum Accountants Society of Houston (PASH). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, Linkedln®, Twitter, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

You are subject to this policy to the extent you identify yourself as a PASH officer, director, committee representative, liaison or member.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. ·

All postings must be in strict accordance with the PASH and Council of Petroleum Accountants Societies (COPAS) Code of Ethics and Antitrust Policy as well as basic standards of professionalism and courtesy. Postings not in accordance with these guidelines will be deleted (if possible) and violators will be subject to censure, suspension or expulsion in accordance with PASH and COPAS disciplinary procedures.

**Disclaimer**

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged.

PASH and COPAS publications are approved in accordance with the PASH or COPAS Publications Procedures and stand on their own; they are the sole reference to PASH’s or COPAS' position on any issue. Opinions expressed, whether contributed by an individual member, an officer, director or committee representative are those of the individual writer; they are not to be construed as those of PASH or COPAS.

**Setting Up Social Media**

Social media identities, logon ID's and user names may not use PASH’s name without prior approval from the Board of Directors.

**Don’t Tell Secrets**

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our software, details of current projects, future product ship dates, financial information, research, and trade secrets. We must respect the wishes of our corporate customers regarding the confidentiality of current projects. We must also be mindful of the competitiveness of our industry.

**Be Honest**

Do not post anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify your relationship with PASH. Nothing gains you notice in social media more than honesty or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

**Respect Copyright Laws**

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 PASH’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.

**Respect your audience, PASH, and your coworkers**

The public in general, and PASH’s customers, reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of PASH.

**Protect PASH’s customers, business partners and suppliers**

Customers, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Postings are not the place to "conduct business" with a customer.

**Controversial Issues**

If you see misrepresentations made about PASH, please report it to the President or the Board of Directors. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

**Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

**Social Media Tips**

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your post looks decent, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

**Enforcement**

Again, all postings must be in strict accordance with the PASH and COPAS Code of Ethics and Antitrust Policy as well as basic standards of professionalism and courtesy. Postings not in accordance with these guidelines will be deleted (if possible) and violators will be subject to censure, suspension or expulsion in accordance with PASH or COPAS disciplinary procedures.