

GSA SOCIAL MEDIA SERVICES AGREEMENT

Expectations and Obligations

- Social media ambassadors will be the designated persons authorized by GSA Staff or Division/Section Management Boards.
- An appointed social media ambassador shares responsibility for updating and maintaining the designated social media account(s), and reports on a regular basis to the account owner (division/section management board or GSA headquarters staff liaison).
- Designated social media ambassadors can receive training from GSA staff on how to manage content on the platform, if desired.
- Social media ambassadors will not add any content to the platforms which may interfere with GSA's ability to administer them, or which may violate any policy adopted by the Geological Society of America parent site.
- It is up to each social media ambassador/Division or Section to maintain (or abandon) any previously registered GSA social media account(s).
- GSA reserves the right to take a GSA social media account down, if it is not being properly maintained, or for any other reason.
- Social media ambassadors will notify GSA staff or the relevant Division/Section when they wish to terminate, or they become unable to perform the duties necessary to keep the account appropriately updated.
- When a Section/Division ambassador appointment changes, the Section/Division must notify their GSA staff liaison ([Dominique Olvera](#)) as soon as possible.
- This agreement is deemed to be in effect while the social media account is live, or until either party notifies the other of their wish to terminate the terms of this agreement, whichever comes first. Either party may terminate this agreement without cause by giving 24-hours' written notice to the other party.

Social media ambassadors should also be cognizant of [proper usage of GSA logos](#) and adhere to 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. Social media ambassadors are not authorized to undertake fundraising initiatives online, through social media, or otherwise, without consultation with and authorization from the GSA

Foundation.

- Please do not post or allow others to post commercial messages or employment advertisements on social media accounts 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 encourage social media ambassadors to link to our job board postings on social networks to promote visibility.
- Publication and commentary on social networking sites carries similar obligations to any other kind of publication or commentary. GSA trusts social media ambassadors to exercise sound judgment and common sense when participating in social media spaces, promoting and demonstrating decorum, honesty, truth, and respect at all times.
- GSA can be held liable for the unauthorized actions of 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 social media ambassadors do not act outside of their apparent authority. Social media ambassadors should be aware that if they endorse petitions, advocacy letters, or other calls to action without expressed permission of the GSA Council, they may be giving the impression they are speaking for the Society. Only Council has that authority as in the GSA Constitution and By-laws. Social media ambassadors are responsible for their actions. Anything they post that can potentially tarnish GSA's image will ultimately be their responsibility and may be considered a breach of GSA' Code of Ethics violation.
- All uses of social media must follow the same [code of ethics and professional conduct](#) that GSA members must otherwise follow. It is critical to 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. Social media ambassadors 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.

GSA Social Media Ambassador:

Account Platform(s):

Account Name(s):

Organization:

Phone:

Email:

Signature: _____

GSA Staff Contacts:

Justin Samuel, Community Manager, jsamuel@geosociety.org

Christa Stratton, Director of Education, Communications & Outreach cstratton@geosociety.org

Dominique Olvera, Governance and Awards Manager, dolvera@geosociety.org

Ann Crawford, Advertising Manager, advertising@geosociety.org

9 February 2021