

## **IUPAC Policy on Social Media Use relating to IUPAC Activities and Business**

IUPAC values the use of social media to inform, educate, generate interest and awareness of its activities, and connect chemistry professionals with each other and with the public.

The statements outlined below apply to official IUPAC accounts, and to personal accounts held by members of the IUPAC community when posts on these individual accounts specifically address IUPAC business or policies.

### **Setting up of Accounts:**

Official IUPAC social media accounts shall be set up by the Executive Director or delegated authority.

The Executive Director or delegate has the authority to provide access/give administration rights to members of the IUPAC community to post<sup>1</sup> on official social media accounts on behalf of IUPAC.

If authorisation to post on an official IUPAC account is rescinded following any breach of this social media policy, the member of the IUPAC community making the post must cease posting immediately until a replacement authorised spokesperson can be nominated.

Log-in credentials and passwords for any official account associated with IUPAC shall not be shared by the account holder with other members of IUPAC, except by specific agreement of either the Secretary General or the Executive Director.

Division Committees, Standing Committees, and Task Groups are encouraged to establish their own social media accounts, and to identify a member of their Committee with responsibility for posts on behalf of the Committee. The IUPAC Secretariat shall be kept informed of the person appointed.

If authorisation to post on a Divisional Committee account, Standing Committee account, or Task Group account is rescinded by that Committee or Task Group, the individual making the post must cease posting immediately until a replacement authorised spokesperson can be nominated by the Divisional Committee.

Log-in credentials and passwords for any account associated with Divisional or Standing Committees, or Task Groups, shall not be shared with other members of IUPAC, except by specific agreement of the chair of that Committee or Task Group.

### **Posting content on IUPAC social media accounts:**

Content and/or images posted on official IUPAC accounts by account holders or those with administration rights should be interpreted as official statements on behalf of IUPAC. These posts are initiated by the Executive Director or delegate and are directly linked to IUPAC news items on the webpage.

Personal opinions and individual or political statements are not allowed in posts made by members of the IUPAC community.

All posts should conform to the recently developed IUPAC Guidelines for Ethical, Diverse, Inclusive and Equitable Behaviours and Practises in the Worldwide Chemistry Community.

Responsibility lies with individual members of IUPAC to ensure that ethical standards are maintained in all online comments, statements, images, or tagged conversations. Possible breaches should be

notified to the Division President, Standing Committee or Task Group chair, as appropriate for posts linked to these accounts, and should be handled confidentially. In situations where possible breaches are considered serious enough to impact on IUPAC's reputation or affect its business or activities, the Secretary General and Executive Director shall be notified, and they may decide if any actions need to be taken.

Possible breaches include:

- (i) Abuse and/or prejudicial comments. These are unacceptable in statements, posts or messages made online on social media platforms in relation to IUPAC activities or policies.
- (ii) Online statements or posts that impugn or damage the integrity and reputation of IUPAC.
- (iii) Online statements or posts that attack or comment adversely on other members of IUPAC or bodies of the Union, including Divisions, Standing Committees, task groups, or governance committees/boards.

Where applicable, an individual will be required to remove inappropriate or disrespectful social media posts related to IUPAC business or IUPAC members.

Copyright and trademark laws must be considered and taken into account when drafting or posting social media images and content relating to IUPAC matters.

*Prepared by the IUPAC Committee for Ethics, Diversity, Equity and Inclusion in September 2022 and circulated to members of the IUPAC Bureau in November 2022.*