

Ninety-Nines, Inc. Social Media Etiquette

The Ninety-Nines, Inc. recognizes the role social media plays in modern communication. As such, we respect the right of our volunteers and members to use social networks for self-publishing and self-expression while adhering to our organizational etiquette. Our primary concern is your posts on Ninety-Nines Chapter, Section, or International social media.

As a member of The Ninety-Nines, Inc., your commentary is not only a direct reflection of you personally but also our brand. Commentary that is considered defamatory, obscene, proprietary, or libelous by any offended party could subject you to personal liability and damage the reputation of The Ninety-Nines, Inc. Once something is posted on the Internet, it is there forever.

- Engaging with and sharing content posted by The Ninety-Nines Inc. branded accounts is encouraged and appreciated.
- Engaging personally with The Ninety-Nines, Inc. donors, volunteers, board members, sponsors, vendors, etc. is encouraged and appreciated.
- Representing yourself as a Ninety-Nines member, up to and including the use of our logos and branding, on your personal profiles is encouraged. Our Marketing Committee can provide you with suggested language, images, and branding guidelines. Please adhere to them.
- Do you have a concern with a member or the organization (Chapter / Section / International / Committee / Trust)? Work it out in person. Airing your personal grievances on social media rarely leads to positive outcomes.
- Harassing, threatening, discriminating against, or disparaging any individuals through social media is unacceptable.
- Sharing any organization-privileged information, including copyrighted information or private organization-issued documents, through social media is not permitted.
- Do not post political or religious content on Ninety-Nines-branded social media pages or groups.
- Do not post photographs on 99s-branded social media of Ninety-Nines-sponsored events where members are engaging in inappropriate behavior. The Ninety-Nines is a professional/charitable organization; not a social club. Any appearance that the organization is no more than a social club could jeopardize our IRS 501(c)(3) exemption.

If you become aware of any violations of our social media etiquette, please report the violation to the Social Media Committee Chair.

General suggestions for creating good posts:

- Be personal, not private
- Be active
- Listen
- Be responsive

- Create value in conversations
- Use humor only when appropriate
- Promote but don't push our organization
- Don't be rude or impatient
- Don't ignore negative feedback
- Be honest about who you are and what our organization does
- Clarify that the opinions you express are your own opinions
- Show respect and humility in all communication
- Use good judgment in sharing only public information—including financial data
- Do not share rumors or other “fake news”
- Be aware that what you say is permanent

For Administrators, Moderators, or others who grant access to Ninety-Nines groups, including all Section, Chapter, International, and Friends of The 99s groups:

- If your group requires persons to answer questions prior to joining your group, do not grant access until the questions are answered and the person agrees to our posting guidelines.
- Although someone may answer the questions and agree to the guidelines, use discretion if it appears that the person is seeking to join the group for intentions other than engaging in conversations about aviation.
- If a member reports a post as inappropriate, respond promptly. Sometimes a post is a clear violation and, other times, the post goes against an individual's taste but is not a violation of the posted guidelines or otherwise unacceptable. Use discretion.

For questions contact: Social Media Committee Chair: robin@firstcanadian99s.com