



Texas Chapter
International Society
of Arboriculture

Texas Chapter International Society of Arboriculture Social Media Policy

Purpose

ISA Texas (ISAT) can utilize social media as an important tool in promoting the organization and its mission. The policy listed below will set the boundaries for ISAT's involvement with electronic media.

Focus

At the time of the development of this policy, ISAT currently maintains a Facebook page and a Twitter account. The ISAT Facebook page and Twitter account are devoted to distributing appropriate information to ISAT members and other industry professionals.

Acceptable Content

- Posts must be related to the arboriculture field.
- Posts cannot endorse a company, individual, or political agenda
- Posts cannot include profanity

Rules for Posting

- The ISAT Board of Directors will determine the individuals who will have administrative access to Facebook and Twitter accounts.
- To keep ISAT social media followers engaged, ISAT should post at least one item/topic per week.

Administration

The ISAT Facebook page and Twitter account will be administered by the Digital and Social Media Committee.

Approved ISAT Board of Directors July 11, 2014