

TIP SHEET: IEEE Social Media Guidelines

The IEEE Social Media Guidelines was recently updated to help members, volunteers, employees, vendors, consultants and contract workers in making appropriate decisions when managing and/or developing IEEE-associated social media initiatives.

As you work to review and incorporate them into your social practice, we've pulled out some key links and action items onto one document for ease of use. Please note that the list below does not replace the overall guidelines.

1

[Register](#) all of your IEEE-associated social media presences.

2

Review the [IEEE Social Media Policy](#).

3

Ensure all social profiles include a link to the [IEEE Nondiscrimination Policy](#).

4

Confirm that any IEEE logos, brands or trademarks on your social site are being used in accordance with the [IEEE Visual Identity Guidelines](#).

5

Use [proper brand tone](#) in your posts and interactions on social media.

6

If capturing visuals, use the [IEEE Release Form](#) to obtain required consent.

7

When planning a contest, sweepstakes or similar on social media, ensure it:

- Follows the [Official IEEE Contest Rules](#).
- Complies with the [IEEE Terms & Conditions](#).
- Includes a mechanism for participants to accept the [IEEE Privacy Policy](#).

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Review all content to ensure that it isn't dishonorable.

Do not post anything that is malicious, false, abusive, threatening or defamatory, discriminatory, harassing, or in any way violates IEEE's [Nondiscrimination Policy](#), [Privacy Policy](#) or [Terms & Conditions](#). This includes any posts meant to intentionally harm someone's reputation and/or could contribute to a hostile environment.

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See potentially concerning content, images, or comments on an IEEE-associated social media presence? Alert the Corporate Communications team as soon possible.

Send an email with links to corporate-communications@ieee.org.