

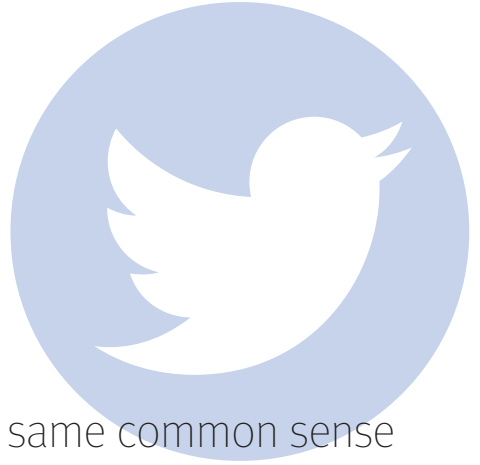


guidelines

ISO **Social Media** Guidelines for **ISO committees**







Use the same common sense
online as you do offline.
Remember, the Internet is a public
space. Have fun, but be smart.

Is this for me?

As an ISO technical committee or subcommittee you can use social media to communicate about your work in a transparent way. It's a great way of reaching out, engaging and connecting with stakeholders. These guidelines and tips aim to empower ISO committees in their journey with Twitter, Facebook, LinkedIn, blogs, discussion forums and other social media networks. They will help you create an official committee account to communicate with an external audience (general public, industry experts, standards users, etc.).

If you would like to talk about your ISO work in your own account, or if you are contributing to a group as an individual (e.g. on LinkedIn), please refer to the **ISO Social Media Guidelines** for more information and advice.

Our social media values

As an expert in an ISO committee, you are encouraged to talk about your ISO work on social media as long as it doesn't compromise confidentiality or consensus building. We ask that you always comply with



the **ISO Code of Conduct**,
the **ISO Policy on communication to external parties** and our social media values.

Our behavior has an impact on how our organization is perceived. You are the ISO system, be proud and positive of what you stand for. By upholding our values, you can become a powerful ISO ambassador:

1. Be transparent and honest.
2. Be passionate and positive.
3. Add value with engaging and relevant content.
4. Play nice by not offending, criticizing, censoring or picking fights.
5. Give credit where due and respect copyright.
6. Remain impartial.
7. Admit mistakes.

Before you start

In order to centralize communications and be more user-friendly to potential followers we recommend that technical committees (TCs) create only one account per network to talk about their work, instead of creating multiple pages for each standard or working group. This will make it easier for users to follow you, and will increase your impact and reach. However, if the scope of a TC is broad and diverse, you may want to create subcommittee accounts instead.

To be or not to be

Get everyone together and ask

- Why does your committee **want** to be on social media?
- Who is your **target audience**?
- What kind of **information** can you share?
- How will this be **valuable** to your intended audience?

If you are looking for:

A place for internal discussions among committee experts, then you should use ISO electronic tools, like webex and e-committees.

A space to post content, but not interact with people, then ISO's dedicated committee pages are the way to go.



TIP 🌟 *If you want to reach out to stakeholders already active in other relevant online groups or forums, you might have a stronger impact joining these groups and talking about your work here, than starting from scratch.*

*** A place for everything**

Although we encourage you to listen to stakeholders on social media, be careful not to compromise the ISO consensus building process by using it to formally gather comments and opinions.

Respect the voting process and our members' role in delivering a national position.

If you see comments along these lines, invite the poster to contact their ISO member body

(www.iso.org/isomembers). Similarly, if you receive any questions that you feel your committee can't or shouldn't answer, ask them to get in touch with their ISO member. In this way not only do you help the person, you also help ISO members build stronger ties with their stakeholders!

But if you are ready to actively listen, respond and engage with an external audience, then social media is for you!

Still unsure? Check with your ISO Technical Programme Manager (TPM), who is your main contact at ISO, they'll be happy to help.

It's aliiiiive.... so keep it aliiiiive!

Once you commit to social media, you should keep your account active. Remember, in the eyes of the public, it's better not to have an account, than to find a dead account.

Ideas corner

Your committee wants to be on social media, but you still don't know what to do with it? Here are some ideas to inspire you.

- Have exciting work going on? Use your account to give a teaser of what's coming up.
- New standard published? An update? Let your followers know!
- Posted a great article on your ISO/TC page? Redirect your followers to your site.
- Curious about what some people have to say on certain subjects? Start a conversation.*
- Listen. Social media is not just about talking. Keep an eye out for feedback and comments, you'll know your audience better.*

OK, you are ready

Once your committee has agreed to create an account, you should talk to your ISO Technical Programme Manager. Your TPM will then open the account. TPMs should notify the ISO Social Media Manager of any new official committee accounts.

Here's what you have to remember when creating a committee account.



What's in a name?

Name your accounts using the committee's allocated number and if there is space, the general subject you cover.

For example ISO/TC 400, *Cake making and other baking products*, could be called:

ISOTC400; ISOTC400_cake making; Cake making_ISOTC400 or ISOTC400 Cakes & Bakes

And you are?

When creating a description, state that this is your committee's official account, but make it clear that you don't speak on behalf of ISO.

For example the Twitter bio of ISO/TC 400 could read:

Official account of ISO/TC 400, *Cake making and other baking products*. Follow us for recipes, ingredient tips and baking questions. Views don't represent **@isostandards**.

Team ISO

For an ISO branding always use the ISO committee profile picture (above).



Who does what?

Great job, you are now ready to post! Make sure everyone knows their role. Every committee is different, and you have to find what works best for you but keep in mind that at the very least you need:

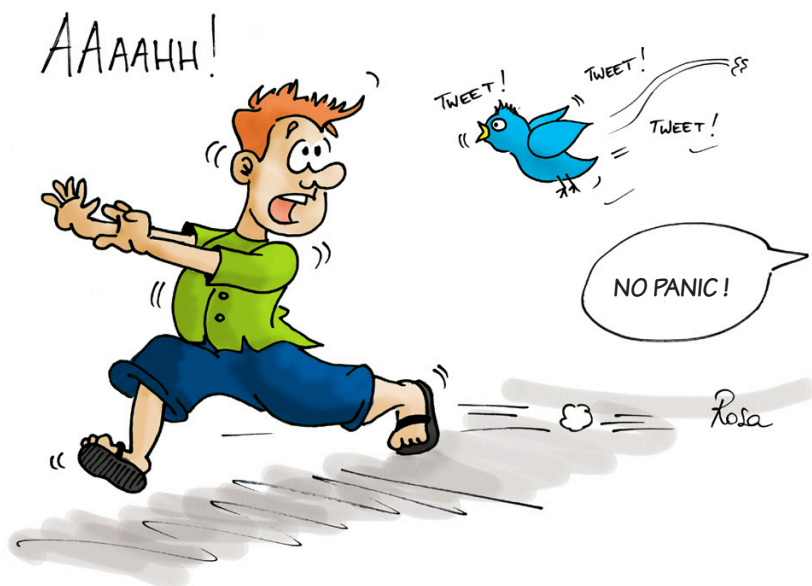
Account administrator – The committee Secretary will be responsible for any social media accounts and will update the TPM accordingly.

Content creator – The Secretary can delegate the responsibility to actively post on the account to any designated committee member (like a Chair, Project Leader, Communication Advisor, or any other expert). The person will be entrusted by the committee to respond and post on their behalf using the committee's account. Although you can have more than one person in this role, our advice is to centralize the process, and simply invite experts to share potential post ideas with the Content Creator.

What can you share?

Before you start posting make sure the committee generally agrees on what kind of content you will share on social media. Remember, the public will regard your page as representing official committee views. Make sure to always comply with **ISO's Policy on communication to external parties**.

The policy tells committee members what you can and cannot share with the outside world. Here are the main issues applying to social media.



What can you say about participating in ISO committee work?

You can

- Share the list of participating NSBs in a given committee, and whether they are P - or O- members.
- Share the list of P-members NSBs who have nominated experts to a working group.
- Provide a list of the stakeholder categories that are represented in a working group but do not indicate the number of experts in each category.

You can't

- Include details about the identity of the individuals or companies (including the names of the person, the company they work for, etc.) involved in the committee.

Always

- Direct enquiries about the details of the individuals appointed to a working group, or their companies, to the NSB who appointed them.

What can you say about ballots?

You can

- Share information about the overall outcome of a particular vote, that is, whether it met the ISO acceptance criteria or not.

You can't

- Share information about how any NSB or committee member voted.

Always

- Direct requests for information about how a NSB or committee member voted to the NSB in question.



Can you share committee and working group documents?

You can

- Share committee resolutions.
- Share material such as presentations made during meetings only if:
 - a.** their authors agree
 - b.** the members of the committee or working group in question agree
 - c.** the material doesn't include content from draft standards at any stage of development
 - d.** no commercial use is made of such material
 - e.** the source is indicated (refer to POCOSA for more information).

You can't

- Share with an external audience committee and working group documents such as working documents, minutes, or working group recommendations.
- Reproduce or distribute any content from draft standards at all stages of development for use outside the committee.



What can you say about committee work and working groups ?

You can

- Share logistical information about committee work such as:
 - a.** the date of forthcoming meetings
 - b.** updates on the stage of development of a deliverable.
- Report committee consensus positions.
- Share personal opinions provided that they:
 - a.** are clearly identified as personal opinions
 - b.** do not convey the views or positions of others
 - c.** do not criticize the views or positions of others
 - d.** do not preempt or speculate on the outcomes of ballots or upcoming discussions
 - e.** do not criticize the activities of, or standards developed by, another ISO committee (or other standards development organization).

You can't

- Speak on behalf of ISO.

TIP  *We also recommend that you read the **ISO Data Protection Policy**. When in doubt about what you can share or say contact your TPM or tmb@iso.org.*

Help! I need somebody

Your TPM will accompany and coach you through your social media journey. ISO's Social Media Manager will also be happy to answer any questions you might have.

Learn social media

Get the basics down to rock your social media :

- **ISO Social Media Guidelines**
- **Why be on social media ?**
- **How to write an effective post**
- **Create a social media strategy**

Where to find us

 **Facebook** www.iso.org/facebook

 **Twitter** www.iso.org/twitter

 **LinkedIn** www.iso.org/linkedin

 **Google+** www.iso.org/google+

 **YouTube** www.iso.org/youtube

 **Flickr** www.iso.org/flickr

Your TPM will accompany
and coach you through
your social media journey.



