

OP – 21 Chapter Social Media Policy

This policy applies to all Chapters of the NYSSCPA, and to all forms of social media, including without limitation Twitter, Facebook, LinkedIn, and Instagram.

No Chapter shall create a social media account (hereinafter a “Account”) without first obtaining approval from the NYSSCPA’s Marketing and Communications Department (hereinafter “MARCOM”). Any such Account created by a Chapter shall be owned by the NYSSCPA and managed by NYSSCPA staff, although the Chapter seeking to create the Account may designate a Chapter Account Manager to work with Staff to post to the Account and to keep the Account up to date.

Any new or existing Account shall follow NYSSCPA and affiliate brand guidelines and be used for NYSSCPA purposes only.

Chapters with existing Accounts shall provide the associated userID and password to MARCOM within 30 days following the effective date of this policy.

This policy shall become effective immediately.

Adopted at the February 17, 2021, Executive Committee Meeting, Agenda Item #EC21–B–1(i).