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**Social Media Guidelines for AIPN Student Clubs**

AIPN recognizes the need for Student Clubs to maintain a presence on social media to facilitate communication amongst their members. However, it is important that AIPN ensure this social media presence is an appropriate representation of its mission and objectives, and in line with the AIPN Social Networking Policy (full policy accessible at <need revised AIPN Policies document link>). Therefore, all Student Clubs must adhere to the following guidelines for social media use.

1. **Platform:** Each Student Club is permitted to create a Facebook group or Twitter handle for the purpose of communicating with current and potential club members. Profiles and/or groups on other platforms would require special permission and prior approval from AIPN.
2. **Naming:** The naming of any social media pages should follow the club naming policy: “[University Name] AIPN Student Club”
3. **Membership:** Student Club groups must be open to members and non-members, and may not be Closed or Secret groups.
4. **Oversight:** Upon creation of the group, the AIPN Regional Event & Educational Programs Coordinator must be notified and give AIPN approval. The appropriate AIPN staff will join the group and must be made Administrators by the group’s creator. They will not post on behalf of the club, however, will have the right to remove content, members, or the entire group at any time.
5. **Content:** Student Club social media groups are not permitted to post content related to non-AIPN sponsored events and commercial offers. Groups may not release members-only content, such as conference materials, journal articles, or directory listings. Posting of restricted content will be cause for removal from the group.
6. **Graphic Standards:** Student Club social media pages must use the official AIPN logo as their main photo. The logo may not be altered in any way.