



“APP” ACCEPTABLE USE AND DEVELOPMENT POLICY

An ASHRAE Document for Policy and Procedures for Web Content drafted by ASHRAE’s Electronic Communications Committee (ECC) has been passed by ASHRAE’s Publishing and Education Council and the ASHRAE Board of Directors and is part of the ASHRAE Rules of the Board (ROB) (1.201.010). The excerpt, ASHRAE Policy and Procedure for Format, Activity, and Content of Internet Sites for ASHRAE Groups (Includes social media), is available for reference on the Electronic Communications Committees page of the ASHRAE.org website.

This Document covers the rules and policy for Social Media under "Web Policy for ASHRAE Groups (including social media). While Social Media and Apps are different, the guidelines are similar. Apps developed by ASHRAE groups should follow the approved guidelines in the Web Policy for ASHRAE groups.

In addition, the following should be considered:

“App” Acceptable Use and Development Policy

Definitions

- “App” refers to an application, especially as downloaded by a user to a mobile device.
- “Objectionable” refers to anything that advocates an illegal activity or could reasonably be considered obscene, threatening, hostile, indecent, harassing, or offensive. This includes, but is not limited to written, verbal, or graphic material, that would offend, harass, or threaten a reasonable person on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state or local law.

App Guidelines

(For Group administrators and Members of ASHRAE Groups who develop, set up and use mobile and online-based Apps)

Apps can encompass a broad range of sites, services and activity. Apps can be developed for membership, meeting planning, social networking, and more. Given the persistence of information on the web, most if not all of this is searchable and, capable of being tracked as well as being traced.

Apps can support the professional development efforts of ASHRAE Groups including ASHRAE Chapters.



Keeping that in mind, here are some reasonable guidelines for online activity by Chapters, Groups and Members, when participating online (including mobile devices). Hereafter all references to the origin of the posts online will be referred to as Group.

Chapters and Groups shall not develop apps that use ASHRAE technical data (such as Standard 62.1, ADPI, Standard 90.1, etc.). All apps, developed or shared, by chapters or groups shall be “social” in nature. If an individual wished to develop a technical app they should contact ASHRAE’s Publishing and Education Council with their idea or app.

Your Group’s Online Identity

Social media and apps can blur the line between personal and professional lives. Since your Group’s online identity is a trusted asset that you wish to build, be professional, courteous and respectful at all times. You are responsible for all of your online/mobile activity. Remember that referencing or attaching your email address to any app or communication by that app may imply that you are acting on the Group’s behalf. Per the web/social media policy, ECC encourages the use of email aliases in lieu of personal emails. If you list your work affiliation, then you should regard all communications and postings on that network as being professional in nature and governed by this and other Group policies.

Be responsible: You are responsible for what you develop and how you use the app. When using an email address or official Computer to engage in any social media or professional social networking activity, the Group regards such actions as public, and the posting will be held fully responsible for any and all related activities. Always be honest and respectful.

Be transparent: When participating in any professional online community, disclose your identity as well as your professional and/or personal interest. When posting information, always use your name or ASHRAE position: never create an alias (other than an ASHRAE email alias), and never be anonymous. Follow the rules in the ASHRAE Policy for Web Content.

Be truthful: Never be false and misleading in your online credentials or posts. Maintain complete accuracy in all online bios.

Obey all laws: Follow the terms and conditions of use that have been established for each social networking venue.

Creating and Managing Content

Content: Always be direct, informative and brief in posting about the Group’s online activities.



Give credit: Give due credit to all authors, quoting and providing a citation and link where appropriate. Respect copyright on all materials. Avoid personal attacks, hostile communications and online disputes.

Be accurate: Always fact-check your posts and evaluate your contribution's accuracy and truthfulness. Before posting any online material, ensure that the material is accurate, truthful, and without factual error and that you have the rights to post that material. Correct errors promptly, apologizing when appropriate. Spell and grammar check everything. This is important because online content never disappears entirely once it's been posted.

Always track back: When reposting or referencing a post on one of the Group's online sites, provide a link to the original post or story.

Preserve goodwill: Do not engage in any blogging or posting that may harm or tarnish the image, reputation and/or goodwill of the Group or Society and/or any of its Members, officers and staff.

Leaving comments

Avoid controversy: When posting to apps or networks, refrain from posting about controversial or potentially inflammatory subjects, including politics, sex, religion or any other non-business-related subjects. Keep the tone of your comments respectful and informative, never condescending or "loud." Use sentence case format, not capital letters.

Privacy, Legal Advice, Recommendations

See Social Media guidelines in ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups for more social media related items, if your group is using your app as a blog or social media platform.

Do not promote brands or products or services: Do not promote personal skills or endorse brands, products, or services. Be sure to respect third-party copyrights. If a personal opinion must be posted, clearly state to all readers this does not represent the opinion of the Group and do not use your office email address.

Journalists: Seek and obtain permission from the Group Head / Chair / President before responding to any journalist or representative of the media.

Disclaimer: Always use or incorporate the official disclaimer as given in the ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups, Clause D 5, when you communicate electronically.

Building a virtual footprint and your network



Build your Groups reputation: Build a reputation of trust and transparency. The power of social media and apps are to establish your Group as being credible, trusted and transparent. Guard your Group's reputation and your integrity at all times while on the web. Do not post or link to any materials that are defamatory, harassing or indecent.

*As new tools on the Web are introduced and new challenges emerge for all of us,
this document will, of necessity, evolve.*