

**APBS Website Policy
September 24, 2013**

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Process for Posting Content and Roles of the APBS Website Committee

The role of the *Website Committee* is to:

- Connect with other APBS committees to gather information for the website and increase communication,
- Consider the overall design of the site and provide vision and leadership for apbs.org,
- Send out requests to APBS members to review content (e.g. the APBS.ORG Reviewers), and
- Ensure that the content posted follows the rule statements for posting set forth by the APBS Policy Committee.

The role of the Website committee is not to write all content for the website. The Board and the APBS Committees are also responsible for content on the website.

APBS Committees are responsible for:

- Writing content, providing written suggestions for posting content,
- Meeting with the APBS.ORG Committee or connecting with a member who is attending the committee meeting, and
- Keeping content related to committee work updated (e.g. committee meeting minutes, member lists, written content related to the committee’s topic, etc.).

The APBS Website Committee will maintain a list of members who agree to serve as the *APBS.ORG Reviewers*. The purpose of this sub-committee is to:

- Review content that is proposed to the website in the public sections, and
- Provide formal written feedback on how to improve the design of the website.

The *Chair of APBS.ORG Website Committee* will:

- Facilitate website meetings,
- Contact reviewers,

- Organize material that will be sent to the apbs.org webmaster, and
- Meet regularly with website programmers/technology staff.

The *University of Kansas Technology Staff* will:

- Respond to requests for posting information on a password protected member's site, and
- Post content as directed by the APBS.ORG Website Committee Chair.

Editorial Process

The Chair of the APBS.ORG Website Committee will use the following procedures for editing any content on the website for public posting or any major changes in website design:

- Organize the content for posting;
- Send information and requests for guidance to the APBS.ORG Reviewers;
- Content provided to the APBS.ORG Reviewers will vary in two ways:
 - If the content is substantial, the Chair will send the content to the webmaster to be placed in a private online URL for the review committee
 - If the content is minimal, it will be placed on the website in draft form for editing and the APBS.ORG Reviewers will review the content online;
- The APBS.ORG Chair will send out an email to the APBS.ORG Reviewers notifying them of the timelines. The APBS.ORG Reviewers will notify the APBS.ORG Chair if they have the time to edit materials given the timeline requested; and
- The APBS.ORG will document which APBS.ORG Reviewers are actively editing content.

The one exception to full the full editorial review process involves posting of APBS related activities including posting of committee meeting minutes and other official and unofficial documents created for APBS.

APBS.ORG Website Posting Policies

No content will be posted the *public* sections of apbs.org that results in direct commercial gain for an individual or company. The website will, however, include overall listings of publications on the public section of the website to demonstrate the large body of knowledge about positive behavior support and related research and technical assistance issues.

Links to member sites will be placed in a section of the website that will be used for networking purposes and a statement within that section of the website will indicate that the content on those websites does not necessarily reflect the views and opinions of APBS.

Any concerns regarding the password member's section by a KU technology staff, the APBS.ORG Website Committee Chair, APBS Reviewers, or any other person about

content posted in the member's section will be sent to the APBS Website Committee for review. If there are concerns about the content, the committee will create a written report and send it to the Board for review. The person requesting the content be posted will be notified that the content has been sent to the Board for review. The Board will provide the APBS.ORG Chair and committee with a decision on how to proceed with concerns.

The Board is responsible for identifying and deciding which organizations will be posted on the public sections of apbs.org. The ABPS.ORG committee will send any requests for advertisements (e.g. conferences, websites, etc.) directly to the Board for decisions to be made on the public section of the website.

Social Media Policy for the Association for Positive Behavior Support (Approved March, 2013)

The use of social media is an increasingly common form of sharing information. The goal for social media is to improve communication with members, non-members, and the audience interested in Association for Positive Behavior Support (APBS) activities. The low cost, multi-purpose, and user friendly aspects of social media can benefit APBS by providing up to date information, links to helpful resources, support to a large number of users, and distribution of APBS content. The APBS Website will be used to communicate the following information as an additional tool for the Member's Section of the Website:

- updates related to upcoming conference events (announcement of Keynote for upcoming conferences, notifications of new information on conference home page, etc.);
- reminders of key Members Activities (e.g. voting for Board of Directors, paper proposals for the APBS conference, recruitment of volunteers for conference and committee work, etc.);
- APBS Board News shared throughout the year (e.g. new APBS networks approved by the board, webinars and training materials made available online, special events, etc.);
- apbs.org update notifications will be encouraged via website links (e.g. new resources will be described briefly, new postings for invitations and job openings, committee updates, new meeting minutes, etc.);

The main focus of the APBS Facebook page entries will be to encourage Members (and potential new Members) to go to the apbs.org when new information is available. In addition, APBS business will be shared via entries placed on the site by the designated APBS administrators.

Definitions:

Poster or User: A person submitting content to any social media site that is officially recognized by APBS.

Social Media: Social media is designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform how people communicate with one another and receive news, information and entertainment. Social media has transformed people from content consumers to content producers. Types of social media include networks like Facebook and YouTube but also include blogs and podcasts.

Social Media Accounts: Profiles by users created in social media outlets such as Facebook, Twitter, YouTube, Flickr, and LinkedIn.

Social Media Best Practices: Actions that consist of widely recognized guidelines, ethical considerations, and conventions for creating successful social media campaigns and accounts.

Social Media Terms and Conditions: The terms and conditions imposed by the social media website in which the User is participating.

APBS' Best Interest: Actions taken in order to represent the Organization in a fair, accurate, and legal manner while protecting the brand and reputation of the association.

Use of Social Media Sites for General Business, Marketing and Communications

APBS Social Media Responsibilities

The APBS Board of Directors will be responsible for administering this policy. The APBS Workgroup will take the necessary actions to monitor and supervise the social media, and the Dissemination Committee will assist in ensuring new content and information is placed on the site in a dynamic fashion.

Site administrators will be directed by each of these groups to keep the site interesting and dynamic over time. APBS Staff members identified as site administrators are responsible for managing and monitoring social media account content. Administrators are responsible for removing content that may violate APBS Policies or any Social Media Terms and Conditions.

All social media accounts officially recognized by APBS must have at least two APBS Staff or Members as administrators at all times to ensure adherence to this policy.

Should an APBS Social Media administrator ~~of~~ in charge of the account leave the Organization for any reason or no longer wishes to be an account administrator, it is the APBS Website Workgroup's responsibility to designate another APBS Staff/Member account administrator and remove the former staff/member's administrative permissions to the site.

Guidelines for Content and Management

Each administrator will ensure that the password for the APBS pages will be accessible, if at any time, the person (or persons) responsible are not able to maintain the managing and monitoring of social media activities.

The Site Administrators will be guided by the following protocols:

(a) Social Media Administrators are expected to adhere to same standards of conduct online as they would in the workplace. They must use good judgment about content and respect privacy laws. Confidential information about the Organization, its staff, or its members will not be made available in any manner on the site.

(c) Administrators will post positive and proactive information on the site. Content that is threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal will not be posted.

(d) Site administrators will post board news and information. Representation of personal opinions by site administrators or any of its staff, networks, or member is strictly prohibited. Information that contains this type of information may occur within the Member's website. The site administrator may provide a link and short description of new Member's information but will refrain from posting information that implies APBS is endorsing a person, organization, or entity. APBS's logo, name or other information may not be used on the site to endorse personal opinions, products, private business, causes, or political candidates.

(e) Examples of content that will be posted on the site include:

- entries from members and nonmembers that adhere to the site's expectations,
- notification of new information posted on apbs.org in specific sections with a short description and a direct link to the page of interest
- notification of the name of new networks approved by the board and link to the Member's section for individuals interested in learning more about these networks,
- short announcements documenting the most frequent presentations downloaded on apbs.org on a monthly basis,
- committee update information provided by linking to apbs.org,
- Board directed announcements including call for nominations, paper proposal due dates and reminders, etc,

(f) Examples of site administrator management activities and posting examples include:

- checking the APBS profile statistics daily,
- reviewing the Facebook account and pages daily,
- monitoring and communicating on the site regularly,
- reviewing all posts prior to posting to ensure information adheres to the site's expectations,
- communicating with the Board of Directors regularly to ensure new information is available for the site (e.g. a minimum of weekly contacts with one or more APBS leadership),
- posting information as requested by the Board or APBS Leaders,

- checking for grammatical errors or typos made by site administrators (mistakes made by contributing members will not be changed),
 - responding to or delegating responses that come to the site,
 - all information posted will be in draft form until full edits are made, and
 - reviewing all links to apbs.org prior to posting.
- (g) If APBS members or Social Media Administrators also maintain a personal social media account, they should avoid creating confusion over whether or not personal accounts are associated with APBS.

Guidelines for Users

The APBS Facebook page will be organized in a way that provides participants with proactive and positively stated expectations for using the site. The APBS work group will create a set of expectations that are easy to understand with links to examples and nonexamples describing how to provide entries and communicate in a positive manner with others on the site (see the APBS Disclaimer document below).

Users will be asked to follow APBS expectations as stated in the disclaimer below and will be notified that:

1. Administrators will preview entries prior to posting but will not edit comments.
2. Entries will not be posted if offensive or if the information otherwise violates policy.
3. Administrators will keep a copy of all unapproved entries in a manner that is accessible to the APBS Board of Directors.
4. Administrators will interact with comments and only block users as a last resort. Any users blocked from the site will be documented in a manner that is accessible to the APBS Board of Directors.

Commenters will be provided direction and prompts to:

1. Review a short link that provides the expectations for the site,
2. Read each post fully before commenting,
3. Stay on topic,
4. Draft and spell-check your comment before submitting, and
5. Keep comments limited in length.

Social media users will be asked to always include citations and provide a link to original material when posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos. Users will be asked to refrain from using information and/or conducting activities that may violate local, state, or federal laws and regulations.

APBS Social Media Disclaimer

The Association for Positive Behavior Support does not necessarily endorse all Facebook content and is not responsible for the content presented.

The opinions and or views expressed on The Association for Positive Behavior Support's (APBS) social media platforms, including, but not limited to our Facebook page, represent the thoughts of individuals and online communities, and not those necessarily of APBS or any of its partners, networks, affiliates or any of their respective board members, officers, or employees. The opinions and views expressed on these pages do not in any way reflect the views of the site they are posted on, other sites affiliated with the site, the staff involved with maintaining the site or any members of the site.

While APBS makes reasonable efforts to monitor and/or moderate content posted on its social media platforms, we do not moderate all comments and cannot always respond in a timely manner to online requests for information.

Expectations of comments by administrators and users include:

1. Be Respectful of the Other Users of this Site.

- i. Positive Example: Use Person-first language when communicating on the APBS Facebook pages (please review the information about Person-first Language available at the end of this document)*
- ii. Nonexample: Do not break the law or encourage others to do so (this includes defamation, breaching privacy, breaching another person's intellectual property rights such as copyright, condoning illegal activity and contempt of court).*

2. Stay on Topic and Focus on Communicating in a Positive Manner When Responding to Others

- i. Positive Example: When responding to a comment that is antagonistic but not offensive, respond with positive strategies that address the individual's concern.*
- ii. Nonexample: Do not upload content or post a comment that is unrelated to the purpose of this consultation/site.*

3. Use Person-first Language.

- i. Positive Example: When referring to an individual with a disability or exceptionality, refer to the person before explaining their disability or exceptionality.*
- ii. Nonexample: Do not use language that is offensive, inflammatory or provocative (this includes swearing and obscene or vulgar*

comments). Do not identify people using only their disability status (e.g., “a child with autism instead of autistic child”).

4. Keep All Personal Information Private

- i. *Positive Example: When you do not have direct permission to refer to a person’s identity, refer to them as a “friend” or “colleague.” Vague details are acceptable (e.g., “colleague at another university”), but follow best practices in de-identification when possible.*
- ii. *Nonexample: In the course of using the community areas of this site, please do not post personal information – addresses, phone numbers, email addresses or other online contact details – relating either to you or other individuals.*

5. Speak Accurately and Truthfully on the Site

- i. *Positive Example: Back up any viewpoints you share with evidence including research data or explain your logic based on objective information.*
- ii. *Nonexample: Do not impersonate or falsely claim to represent a person or an organization. Do not attempt to log on using another user’s account.*

6. Help Create a Community Atmosphere

- i. *Positive Example: Please visit the Member’s Site for information about new job opportunities*
- ii. *Nonexample: Limit any commercial endorsement or promotion of any product, service or publication.*

APBS reserves the sole right to review, edit and/or delete any comments it deems are inappropriate. Comments including but not limited to the following may be deleted or edited by the moderators:

- Abusive or hurtful comments about another participant;
- Off-topic and redundant comments (this includes promotion or solicitation of events, groups, pages, Web sites, organizations, products and programs not related to or affiliated with APBS);
- Comments that use foul language or "hate speech" (including but not limited to racially- or ethnically-offensive, homophobic, misogynistic, or anti-LGBT language);
- Personal attacks or defamatory statements or comments (i.e., making negative personal or untrue comments about a participant), instead of criticizing the content of his/her posting, opinion or comments; and
- Comments that violate the privacy of any individual.

What is Person-First Language?

Person-first language puts the person before a disability or category. Instead of referring to someone as an autistic person, we describe the person as having autism. The idea is that we do not use a diagnosis as a defining characteristic.

APBS is committed to the use of person-first language throughout all correspondence including the website, conference media, and any business emails. This means that individuals use person-first language when they submit their conference proposals including titles, abstracts, and session descriptions. It also means that as of November, 2010, we will not be posting information on the members' site that does not conform to "Person-First" language.

For more information go to:

- [Kathie Snow's "A Few Words about People First Language"](#)
- [Guidelines for Reporting and Writing about People with Disabilities, Seventh Edition](#)
- [UC Davis Mind Institute Bookmarks](#)
- [Your Words, Our Image](#)
- [People First Language – Describing People with Disabilities](#)
- [What is People First Language?](#)

All links to other Web sites found linked from APBS's social media sites are provided as a service to readers, but such linkage does not constitute endorsement of those sites by APBS, and as such we are not responsible for the content of external Web sites.

By submitting content to any of APBS's social media sites, you understand and acknowledge that this information is available to the public, and that APBS may use this information for internal and external promotional purposes and fundraising purposes. Please note that other participants may use your posted information beyond the control of APBS. If you do not wish to have the information you have made available via this site used, published, copied and/or reprinted, please do not post on this page.

Proposed Actions for Facebook: Keeping the Site Dynamic

Goal of the Association for Positive Behavior Support Facebook Page:

- 1) Increase the visibility of APBS
- 2) Increase travel to www.apbs.org by encouraging individuals to visit the site
- 3) Keep people up to date with the annual conference
- 4) Increase social networking and communication between conferences

Actions:

- 1) Post entries on Facebook 2-3 times a week
- 2) Any time a request comes in to post information from an APBS leader/administrator please consider:
 - a. Is this content that members would be interested in?
 - b. How could I write the entry to send people to the information posted (following policy guidelines...don't advertise particular projects, etc.)
 - c. Make it part of the communication routine
- 3) Consider photos that came from the last conference
 - a. Are there any photos we can post as reminders of the past conference?
 - b. Besides airplanes...can we post photos of posters or other images that were taken during the conference
- 4) Post an announcement every time new monthly downloads page is updated
 - a. "Are you curious who the top presentation downloads are for the month of April? Click here for more information..."
- 5) Post an announcement any time a new network is approved and sent in for posting
- 6) Post an announcement every time the newsletter is placed on the website
- 7) If there has been no activity:
 - a. Email Gretchen and Ilene asking if there are any new announcements they would like to have distributed
 - b. Do a search of PBS-related articles....are there any new free resources?
 - c. Are there any new websites related to PBS?
 - d. Consult the list below for additional ideas

Informal Brainstorming list for Posting Entries on Facebook

- Visit apbs.org to Learn More About How You Can Get Involved in APBS
- Curious About apbs.org? Click Here to Visit the Site for Free!
- Do You Know Who The Current Board of Directors for APBS is? Click Here to Learn More
- Nominations Are Now Being Sought for the Board of Directors...Click Here for More Information
- Reminder that Nominations Are Being Sought for the Board of Directors
- New Information Has Been Posted on apbs.org, Click Here to See What New Content is Available
- Visit apbs.org to Learn More About Members Who Have Been Given Awards for Their Volunteer Efforts!
- Are You Looking For Standards for Positive Behavior Support? Click Here
- New Video Has Been Posted From the Conference, Click Here to View Your Colleagues and Friends
- The Top Presentations Downloaded During the Month of April on apbs.org Are Here! Learn More About Popular Presentations
- New Reasons to Visit apbs.org: The Top Ten Downloads Archive Now Allows You to Calculate the Number of Times You Have Been in the Top Ten and the Number of Downloads You Received Annually. Use This Information for Marketing, Promotions, and When You Need a Little Positive Reinforcement. Click Here to Learn More
- New Networks Have Been Approved by the Board. Congratulations Go Out to the New Networks in Canada and Maine. Click Here to Learn More About These Networks!
- Call for papers announcements....remind members during the time the call for papers is open

- When the keynote is available...post an announcement
- When webinars are coming up...post link to market opportunity
- Remind members that webinars have been recorded and can be found at the following link _____
- Post the reminder of the open session during the board meeting....do this in advance and remind people
- Announce the poster and research award winners and send people to the appropriate section of the website
- Thanks individuals who attended the open session (Get this information from Gretchen after the conference each year)