

Social Media Guidelines

The 18th INTERNATIONAL CONFERENCE ON CHEMISTRY AND THE ENVIRONMENT (ICCE 2023) recognizes the value that social media can bring to the Conference's goals of exchanging information and ideas that further the development and application of multidisciplinary scientific principles and practices.

These guidelines apply to anyone who uses official ICCE2023 social media accounts and to those who identify themselves as affiliated with ICCE2023 in social media platforms or posts.

The purpose of these guidelines is to establish a policy that maintains the integrity of information that is communicated by or on behalf of ICCE2023 and to reduce the risk of adverse consequences that could result from improper communications.

Participation, both personally and on behalf of ICCE2023, should always be guided by certain shared values that we adhere to as an organization and as individuals.

1. RESPECTFULNESS

Respect yourself and the image you project when you communicate, and respect ICCE staff, governing bodies, supporting partners and sponsors, and other ICCE members, not to mention non-members who will view your posts and who could be potential members, journalists, policy-makers, and others.

So consider these factors before you post:

Respect differences in age, sex, race, color, creed, religion, ethnicity, gender, disability, and other individual characteristics

Refrain from using slurs, personal insults, inflammatory statements, and other offensive or abusive language

Do not use ICCE-related social media for political purposes

Represent ICCE accurately. The Conference is science-based and tripartite in nature (academia, business, and government); it is not an advocacy group

Remember that the quality of your communications represents the Conference, whether directly or indirect.

2. TRANSPARENCY

Social media transparency represents not only the ICCE brand but also your individual status as a staff member or volunteer member. Always be clear to those who will view your posts about who you are, and make your role in relation to the Congress apparent.

If you are a member authorized to act in an official capacity for ICCE, for example as an "expert in the field," fully disclose any potential conflicts of interest with regard to the topic at hand. If you are asked for or offer an opinion, you may use this language as a disclaimer:

The opinions expressed here are my own and do not necessarily represent those of ICCE.

If you make a mistake, admit it and correct it immediately. You must assume that you are responsible and liable for all actions that arise from your postings.

3. PROFESSIONALISM

As a contributor to ICCE social media postings, you can strengthen the Conference's brand and its goal of exchanging information and ideas that further the development and application of multidisciplinary scientific principles and practices by drawing attention to its activities. You can encourage others to contribute to positive discussions or debates, bolster a sense of community with the Conference, and enhance the presence of ICCE and its members in the scientific community.

Keep these factors in mind to ensure the professionalism of your posts:

Keep your posts professional and accurate, whether it's in the form of text, audio, or video. As a general rule, don't ask for or offer personal information when you're posting to social media.

Keep your contacts professional. Your friends and followers should adhere to the same shared values as outlined in these guidelines.

If you find a post that you believe might require an official response from ICCE, notify the Organizing Committee

Consult with ICCE staff about the appropriateness, timing, frequency, or other characteristics of social media postings; when in doubt, ask!

Understand and respect intellectual property, including trademarks and copyrights, even online materials that might be misconstrued as "free." You may point to published research, data, workshop reports, books, or journal articles, but do not re-post without permission. When in doubt, ask for permission.

Keep it current. Social media are instant, and readers are looking for the most up-to-date information. If a post requires a comment, provide feedback in a timely and respectful manner.

Maintain a regular posting schedule to ensure that your account is active and that users stay engaged