

Portland Executives Association – Social Media Guidelines

Social Media presents opportunities for members to work together creatively while continuing to maintain confidentiality and support our values. Members are encouraged to learn about and participate in creative ways of sharing business experiences. It is important for each member to be aware that there are rules of conduct pertaining to participation in any online Social Media activity

Social Media can help support the values of the Association

Business Opportunity

As with traditional leads, online reviews can help promote the growth of fellow members

Collaboration

Online private networking can help streamline communication

While developing new working relationships, it remains critical to respect our traditions

Integrity

We must maintain the highest levels of integrity and authenticity in all our actions to maintain a culture of excellence

Professional Growth

Social media can assist us to work together and help each other improve our businesses

We encourage candid feedback to strengthen each other, while strengthening the association

It is also important to understand some simple parameters within which we operate

The Association exists to foster the professional growth and development of its member firms and their respective representatives through education and shared business expertise within a confidential networking environment

It is inappropriate for anyone within the Association to promote the Association beyond the boundaries of its membership on Social Media

It is inappropriate for the Association or any of its members to solicit online reviews

Members should read and follow the rules of conduct for all forms of Social Media. Authenticity of reviews is critical at all times. This includes reporting one's actual experiences, personal or business related

Please exercise caution and common sense. If you have questions about this policy, please contact our Executive Vice President, Rick Van Wyngarden, for clarification