



RIA Social Media Policy

I. Purpose

In order to enhance communications within the restoration community, the Restoration Industry Association (“RIA”) will engage in promoting the use of social media. The goals of this activity are to foster communication between members and non-members and to increase the visibility of RIA in the restoration community at large.

While incapable of outlining every possible issue that may arise, the goal of setting forth this policy is to address the major areas of concern and to set forth some basic ground rules for RIA’s participation in this communications medium. These guidelines will continually evolve as social media evolves, and we expect that all RIA members, Board of Directors, staff, and contributors will understand and follow the guidelines outlined in this policy.

This RIA Social Media Policy covers all RIA websites (including subsidiary & affiliate sites), all written, oral, and electronic publications and social media sites, platforms, and tools (including those not owned, operated, or controlled by RIA).

II. Promoted Platforms & Social Media Sites

The RIA will establish or assume control of existing groups on the following platforms/websites:

- Facebook
- Instagram
- LinkedIn
- YouTube

Links to each of these groups will be footnoted on broadly distributed email communications from RIA’s headquarters office and on RIA’s web page.

Members, volunteers, or other individuals are prohibited from creating social media accounts on behalf of the association unless provided with express written permission from RIA leadership.

III. Opt-Ins and Opt-Outs

All groups will require that the user request to join. In no instance shall RIA automatically subscribe either members or non-members to any group. Any user will be removed from the group upon their request. The CEO and/or designees may terminate any user’s access to the group if they deem such termination to be in the best interest of the group.

IV. Intellectual Property

Social media is another form of publishing, so the same intellectual property laws apply. RIA expressly **prohibits** members, Board of Directors, and staff from engaging in the following activities when utilizing RIA social media platforms:

- copyright infringement
- defamation & disparagement
- invasion of privacy
- plagiarism
- infringement of trademark
- trade secrets
- antitrust violations

Before sharing a comment, post, picture, or video about a member, colleague, or client through any type of RIA social media platform, the user must obtain prior consent from that person.

Users of RIA's social media platforms are also required to avoid posting copyrighted material, cite the author when quoting, or provide a link to the original content, and request permission to use images or music unless available under Creative Commons with attribution.

V. Use of the RIA Name and Marks

Use of RIA's logos, trademarks, insignias, and icons for personal or professional use (other than as part of one's credentials on a resume, a biographical sketch, or other similar document) must abide by the Logo Use Policy.

VI. Authenticity and Transparency

Users may not claim to be representing RIA in an official capacity if they are not expressly authorized to do so by the President or the Chief Executive Officer of the RIA.

VII. Ethical and Responsible Use of Artificial Intelligence

All RIA Members will follow and adhere to the RIA AI Policy, outlining the responsible and ethical use of AI when using AI within the context of social media.

VIII. Code of Conduct

1. Be objective in proposing a solution or sharing thoughts.
2. If there is a need to discuss something tangential, start a new thread.
3. If disagreeing with someone, do so respectfully and avoid personal attacks.
4. Do not push personal or professional agendas.
5. Do not post any information or conduct online activity that may violate applicable

local, state, or federal laws or regulations.

6. Be respectful of RIA members, employees, Board of Directors, vendors & competitors and their privacy.

7. The use of obscenities, personal insults, or other disparaging language is expressly prohibited.

8. If commenting publicly about any issue the user is engaged in as an RIA member or employee, make their status as an employee or member clear and do not post anonymously. Anonymous posts will be removed without further cause.

9. No spamming.

10. Avoid commenting on political or social issues.

11. Consult the social media policy before publishing to ensure the guidelines are being followed.

X. Monitoring and Reporting

The RIA's CEO and/or designees will monitor and evaluate various social media platforms and will resolve any specific issues that may arise from RIA's participation on any external website. The CEO and/or designees will monitor each group's activities and communications weekly, or more frequently if volume dictates, will remove offensive material immediately upon identification, and resolve issues involving questionable content. Challenges to the disposition of any single issue decided upon by the CEO and/or designees will be forwarded to RIA's Executive Committee for consideration. The CEO and/or designees may terminate any user's access to the group if it is determined that such termination is in the best interest of the group.

Violations of the RIA social media policy may be subject to disciplinary and/or legal actions. Any questions regarding RIA's social media policy and/or acceptable use of the RIA logo should be directed to RIA headquarters at (toll-free) 1-855-GO-RIA or 856-380-6891.

The RIA Marketing staff, Marketing Task Force & CEO will re-evaluate this policy regularly and submit recommended changes to the Board of Directors for approval.

XI. Insurance and Indemnification

The CEO and/or designees will be monitoring and directing RIA's participation in various social media platforms at the direction of the Board of Directors. The Board of Directors is protected by the Volunteer Protection Act of 1997. Appeals to the decisions made by the CEO and/or designees will be forwarded to RIA's Executive Committee for consideration. Appeals should be addressed directly to the CEO and the President of RIA.