

APSCA Social Media Guidance

Guidance Statement

Social Media has become a ubiquitous and dynamic method for communication. It is widely used both professionally and personally, and enables interactive, rather than one-dimensional discourse between its users. Social Media's ability to facilitate discussion has the potential to create opportunities and risks for membership organizations such as APSCA. This policy intends to provide guidance to all APSCA *Members* and encourages those to uphold our mission to enhance the professionalism, consistency and credibility of the individuals and organizations performing independent social compliance audits.

This guideline should be read in conjunction with the following documents which can be found on APSCA Website:

- [APSCA Code and Standards of Professional Conduct](#) (*Code*)
- [APSCA's Competency Framework](#) (Competency Framework)
- [Use of APSCA Member Auditor Number Guide](#) (Guide)
- [APSCA Glossary of Terms](#)
- [APSCA Disciplinary Framework and Procedures](#) (Disciplinary Procedures)

Social Media Guidelines

1. *Members* should adhere to APSCA's *Code*, Competency Framework, and Guides when using *social* media in their capacity as an APSCA *Member*, or with reference to APSCA.
2. *Members* should be aware that APSCA, its *Member Firms* and their ultimate clients may observe content and information made available through social media. *Members* should use their best judgment to avoid posting material that is confidential, inappropriate, or unduly harmful to APSCA, its employees, its *Members* or relevant clients associated with APSCA.

Examples include:

- 2.1. Posting commentary, content, or images gathered whilst conducting a Social Compliance audit or related services.
- 2.2. Posting false information regarding APSCA or its *Members*. This includes information intended to defame or harass APSCA or its *Members*.
- 2.3. Posting in the public domain any information that is considered confidential. If there are questions about what is deemed to be confidential, *Members* should refer to **4.2 Confidentiality** in the *Code* or seek guidance from their supervisors/ management or the APSCA Ethics Team.

- 2.4. The unauthorized use of APSCA’s brand, logo, or trademark. APSCA reserves the right to remove permission where its brand, logo, or trademark are used inappropriately.
3. Social media use shouldn’t interfere with *Members’* responsibilities whilst participating in a *Social Compliance Audit* or related services, including handling sensitive or confidential information, auditor integrity, and competence.
4. Information published regarding membership status, employment status, and relevant program accreditations should be accurate and kept current and comply with APSCA’s Competency Framework and the Guide.
5. If a *Member* encounters a situation where an APSCA *Member* is using social media in a professional context in a manner that threatens to become antagonistic, in that case, the *Member* should disengage from the dialogue politely and seek the advice of a supervisor.
6. *Members* are discouraged from disclosing their APSCA *Member* Numbers on social media and other public platforms.
7. If possible, *Members* should keep APSCA related professional social media accounts separate from personal accounts.
8. *Members* should report any prohibited or unethical use of social media relating to APSCA, to their Firm supervisor/ management or the [APSCA Ethics Team](#).

Support

If you would like to report any behaviour that you believe violates APSCA's Social Media Guidelines or the [Code](#), [Competency Framework](#), or [Guide](#), contact the applicable Member Firm’s Management and/ or email ethics@theapsca.org.

For any inquires or further guidance relating to social media or online platforms, please direct your questions to ethics@theapsca.org.