



INTERIORS
ASSOCIATION

SOCIAL MEDIA BASIC GUIDELINES

Social media is a dynamic method for communication and social interaction. There are many different platforms including Facebook, Twitter, Instagram etc. Social media's ability to facilitate cost-effective and instant communication creates opportunities for promotion of the Interiors association and its members. However there are risks involved in relation to the publication of photographic content. All posts must respect intellectual property, copyright, trademark and other relevant laws.

We ask the following of our members:

- That all members should engage on social media in a manner that is responsible, respectful, and disciplined and consistent with the Interiors Association mission, goals and strategies.
- That all members act online in the same way they would in person, ie. in an ethical and professional manner.
- Remember at all times that you are communicating in a public space so it is recommended you should have separate profiles for both personal and professional social media.

We strongly advise that you give credit/mention to every image or content that you use on social media that is not your own. We cannot share or promote any members who haven't credited their sources. Anything posted in relation to The Interiors Association or any of your fellow members should be both truthful & factual.

Membership of the Interiors Association is conditional upon agreeing to the Associations Code of Ethics and acceptance of these social media guidelines.

