



## AMERICAN SCHOOL OF CLASSICAL STUDIES AT ATHENS

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The American School of Classical Studies at Athens (ASCSA) encourages the use of social media to enhance its core mission: to advance knowledge of Greece in all periods. Social media are here defined broadly as any forms of online communication characterized by user-generated content and exchanges through large social networks, including, but not limited to, applications such as Facebook, Twitter, YouTube, Instagram, and LinkedIn, as well as wikis, blogs and micro-blogs.

The following recommendations provide guidance to American School personnel and members about how to use social media on behalf of the School, how to comply with Greek law, and information about relevant School policies. They encourage best practices in communicating effectively and safely while respecting privacy and confidentiality of individuals and of the School itself.

### Official Institutional Social Media Communications

The ASCSA operates social media accounts representing the whole institution and some units operate accounts targeted at specialized audiences. Such accounts are managed and coordinated by a social media manager, who maintains a directory of these accounts. Individual members and staff who establish their own accounts should follow the best practices outlined here.

### Best Practices

**Copyright:** All communications must follow laws regarding copyrights and disclosures. In particular, announcements of new archaeological results in Greece can *only* be made with the permission of the relevant authorities in the Greek Ministry of Culture and Sports; this is normally the appropriate Ephorate(s) and the General Directorate of Antiquities and Cultural Heritage.

Those using social media or communicating in other open access venues may retain copyright in their own work, but are advised to clarify if and how their work may be reused. Creative Commons licenses (<https://creativecommons.org/licenses/>) provide a simple, standardized way to give your permission to share and use your creative work— on conditions of your choice.

**Conduct and ethics:** All posts and comments should be in compliance with ASCSA policies related to Publication (Regulations section IX), Ethics (including Personnel policy section I.2.2; Bylaws Section XIII; Regulations Section X), Misconduct (Regulations Section XI, expanded upon in Scholarly Misconduct Policy May 8 2004), Free Speech (Regulations section XII), Conflict of Interest (including Personnel Policy section I.4.1, I.4.2, expanded

upon in the Conflict of Interest Policy from October 28 2005). The American School of Classical Studies endorses the Code of Ethics of the Archaeological Institute of America ([https://www.archaeological.org/sites/default/files/files/Code%20of%20Ethics%20\(2016\).pdf](https://www.archaeological.org/sites/default/files/files/Code%20of%20Ethics%20(2016).pdf)).

**Confidentiality and privacy:** Do not post confidential information about the ASCSA or members of its community, or discuss specific individuals without their permission. This advice includes but is not limited to confidential matters of governance, the evaluation of applications, and the review of manuscripts. Proprietary financial, personal health information, or similar sensitive or private content should not be revealed.

**Accuracy:** Verify the factual accuracy of anything you post before you post it and remember to cite or provide a link to the sources of your information. If you make an error, correct it as soon as possible.

**Professionalism:** Act professionally, as you would in face-to-face communication. Feedback and dialogue are fundamental to civil discussion, but personal attacks, profanity or illegal material are unacceptable. Post only what you would be comfortable sharing with a general public. Remember that no social media are truly private: all content contributed on all platforms becomes immediately searchable and even deleted posts may be easily shared.

**Branding:** Do not use the ASCSA logo for personal social media accounts. Do not use the School's name to endorse a product, cause, or political party/candidate. Be clear when you are sharing your personal views and not speaking as a formal representative of the School.

*Approved by the Managing Committee of the American School of Classical Studies on January 5, 2018.*