



# ACM SIGGRAPH Social Media Guidelines

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These are the official guidelines for participating in social media related to ACM SIGGRAPH and its annual SIGGRAPH conferences. If you participate in the ACM SIGGRAPH community, by creating or contributing to social media such as blogs, wikis, social networks (i.e. Twitter, Facebook, LinkedIn, YouTube, Google+, etc.), or any other kind of social media, these guidelines are for you. As the technology and our interaction with the technology changes, so will these guidelines. Please be sure to check back regularly for updates and additions.

ACM SIGGRAPH encourages and supports those members of the community and volunteers who explore the use of social media tools and emerging technologies. Those who would like to do so should adhere to the following general use guidelines.

### **1. PARTICIPATE**

Our interest in participating in social media is to interact with our members wherever they are, and to develop and enhance relationships with our members involved in the Computer Graphics and Interactive Techniques professional and educational fields.

ACM SIGGRAPH and the annual SIGGRAPH conferences have a presence on and utilize the following social networks:

- Facebook - <http://www.facebook.com/>
- Twitter - <http://twitter.com/>
- LinkedIn - <http://www.linkedin.com/>
- YouTube - <http://www.youtube.com/>
- Google+ - <http://plus.google.com/>
- foursquare - <http://foursquare.com>

ACM SIGGRAPH members and volunteers are also encouraged to explore all forms of social media and find the one(s) that best fit their needs. Doing so expands our ability to learn and share our own knowledge with others.

## **2. DISCLOSE**

ACM SIGGRAPH requires you to clearly disclose that you are not an official representative of the ACM SIGGRAPH or SIGGRAPH conferences and that your social media channel, outlet, feed, etc. is not an official feed of either the organization or the conference. Whereas we encourage fan pages, we ask that you clearly and obviously state that you are not an official channel so that there is no confusion with the actual official channels of ACM SIGGRAPH and its conferences. Be sure to avoid terms such as “official”, “exclusive”, “approved” and “endorsed by” in any and all descriptions as those are reserved for the social media channels maintained by ACM SIGGRAPH.

ACM SIGGRAPH also requires you to represent yourself honestly, professionally and ethically. You are personally responsible for the content you post while representing the ACM SIGGRAPH community. Be sure to protect your own privacy. Please remember that honesty is the best policy and act with integrity on all social media networks.

ACM SIGGRAPH is not responsible for the content (both text and images), views or ideas you post. If you plan to use or publish content related to ACM SIGGRAPH, its Chapters or events, we ask that you clearly identify yourself and use the following disclaimer on your page:

*“The following content is my own and does not reflect the views, values and opinions of ACM SIGGRAPH.”*

If a social networking site does not provide you with enough space, or the opportunity to include this full disclaimer in some manner, you should use your best judgment to position your content and comments appropriately. Be aware of and respect Copyright laws, while linking back to the original sources and giving credit whenever possible.

If you are representing an ACM SIGGRAPH Professional or Student Chapter, or a program or venue of a SIGGRAPH conference, we ask that you clearly identify yourself as such. Do not imply or act as an official representative of the ACM SIGGRAPH organization at any time.

### 3. GUIDELINES

#### I. Logo Usage

When using the ACM SIGGRAPH logo, you must abide by the official Logo Usage Policy as set forth by the organization available at: <http://www.siggraph.org/about/logos>

The above document defines the ACM SIGGRAPH logo use policy, describing the logo in clear terms, and then defines general classes of acceptable and prohibited use. It does not attempt to define every imaginable use of the logo, however, but provides a clear path to seek approval for variations on the standard logos.

ACM SIGGRAPH and its annual conferences also make various official promotional materials and logos available for use. These items, and their guidelines, can be located on the conference specific websites.

#### II. Naming Conventions

The proper name of the organization is **ACM SIGGRAPH**. When written it must always be spelled out completely, not abbreviated and with the proper capitalization. When referring to the organization it must be called ACM SIGGRAPH and not shortened or abbreviated as SIGGRAPH as that is the name of the annual conference.

The proper name of the annual North American conference is **SIGGRAPH**. When written it must always be spelled out completely, not abbreviated and with the proper capitalization.

The proper name of the annual Asia conference is **SIGGRAPH Asia**. When written it must always be spelled out completely, not abbreviated and with the proper capitalization.

#### III. Common Sense

When using and interacting with others on any social media outlet, ACM SIGGRAPH asks that you use common sense. Only post, repost and share appropriate content that reflects positively on the ACM SIGGRAPH organization, its Chapters and annual conferences. Be aware of your online surroundings, the people you are sharing them with, and do your best to avoid causing conflict.

#### IV. Add Value

When posting content to any social media outlet please do your best to add value. Post and share useful, helpful and informative content. Do your best not to post or share rumors, incorrect content or information that is not appropriate for public consumption, as well as anything that could reflect negatively on the ACM SIGGRAPH organization, its Chapters, the annual SIGGRAPH conferences and members of the ACM SIGGRAPH community.

## **V. Language and Obscenities**

Please be aware of the language that you use while posting and interacting with other members of the ACM SIGGRAPH community through all social media channels. We ask that you refrain from foul language, obscenities, racial or discriminating terms, threats and any language that could easily be interpreted as prejudicial or slander. ACM SIGGRAPH is a global community and we realize that what is accepted in one culture may not be in another. Please do your best to be sensitive to this and respect others.

## **VI. Play Nice with Others**

While interacting with others on any social media outlet or channel, we ask that you play nice and refrain from starting arguments, threatening others or any other inappropriate online behavior. While you may not be an official representative of the ACM SIGGRAPH organization, you are a part of the community and what you say and do reflects on the organization as a whole. Please represent yourself, and the community, in the best manner possible.

## **VII. Responding to Negative Posts**

Administrators should use proper judgment when deciding if, and how, to respond to any negative posts, comments or links. We recommend, in general, not to remove negative comments from feeds unless they directly violate privacy laws or can be viewed as extremely offensive. Please keep in mind that you do not need to reply to negative comments. If you are uncertain of any actions that need to be taken, or a proper response, please contact us at [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org).

## **VIII. Correct Mistakes**

If while posting content, whether original or shared, a mistake is pointed out or discovered, please be sure to correct it as soon as possible. We realize that from time to time everyone makes mistakes and it is tolerable if this happens. Just be sure to correct the issue and then notify those followers, fans, members, etc. to the correction.

## **IX. Fundraising, Donations, Sponsorships and Solicitations**

ACM SIGGRAPH and its representatives cannot endorse or solicit on behalf of companies, donations and/or fundraising. Please do not link to or promote content that could be interpreted as doing so through any social media channel. If you have questions on this policy, or would like further clarification, please contact us at [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org). If you are a Chapter or Chapter member and have questions or concerns about this policy, please contact the PSCC at [pssc@siggraph.org](mailto:pssc@siggraph.org) for further clarification.

## **X. Not Sure, Ask**

The ACM SIGGRAPH Communications and Social Media committee is here to help and support our community. If you should happen to have a question, or are unsure of the correct answer and/or solution to any content, comments, or situations that arise while using, posting or maintaining a social media outlet, please ask. You can reach us through any of our official social media channels listed below or via email at: [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org).

## **XI. Copyright**

Do not claim content as your own. Do not modify content from others and claim it as your own. Do not share any confidential or proprietary information. You must clearly cite all sources and references appropriately and give credit where credit is due. Please follow all Copyright laws when it comes to posting or reposting content, sharing images, etc.

## **4. OFFICIAL ACM SIGGRAPH & SIGGRAPH SOCIAL MEDIA OUTLETS**

Below are the official social media channels, pages, feeds and streams supported by the ACM SIGGRAPH organization. This list, and the provided URLs, are subject to change. Please check back regularly for corrections, updates and additions.

### **I. Facebook**

ACM SIGGRAPH Fan Page:

<http://www.facebook.com/ACMSIGGRAPH>

ACM SIGGRAPH Group:

<http://www.facebook.com/groups/8051572579/>

SIGGRAPH Conferences Fan Page (for both SIGGRAPH and SIGGRAPH Asia):

<http://www.facebook.com/SIGGRAPHConferences>

### **II. Twitter**

ACM SIGGRAPH & SIGGRAPH Conferences Feed:

<http://twitter.com/siggraph>

### **III. LinkedIn**

ACM SIGGRAPH LinkedIn Group:

<http://linkedin.siggraph.org/>

### **IV. YouTube**

ACM SIGGRAPH YouTube Channel:

<http://www.youtube.com/acmsiggraph>

### **V. Google+**

ACM SIGGRAPH Google+ Stream:

<http://googleplus.siggraph.org>

### **VI. foursquare**

<http://foursquare.com/siggraph>

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## Guidelines for ACM SIGGRAPH Organization & Organization Committees Social Media

Below are the guidelines specific to the ACM SIGGRAPH organization and its committees. These guidelines are to be used when creating, updating and maintaining Facebook and Twitter social media presences related directly to the organization and/or an organization committee.

Once your pages and feeds are properly set up, we ask that you email the URLs to [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org) for approval. Pending any changes requested by either the Social Media Committee or representatives of the organization, we then ask that you publish, advertise and maintain your sites as appropriate.

Please also keep in mind that at this time, the organization itself already has a presence on many social media channels as outline above in the general guidelines (Section 4). If you would like to share content through these channels, rather than creating a new channel, please contact the Social Media Committee at [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org).

### I. Facebook: <http://www.facebook.com/>

- When setting up the Facebook presence for your committee, please create a “[Fan Page](#)” and choose the Non-Profit Organization category.
- You must use proper naming conventions, including proper spelling and capitalization, of both the organization and the committee.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a profile image to your page.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a cover art image to your page.
- Provide the following information, at a minimum, on your page:
  - Committee name
  - Committee purpose
  - Committee website URL
  - Committee leadership names
  - Committee contact information

- Customized committee overview, description and mission (if applicable).
- Please be sure to include information about the ACM SIGGRAPH organization in your “About” section and to link to [www.siggraph.org](http://www.siggraph.org) where appropriate.
- Post all events, news and calls for participation when appropriate.
- “Like” the SIGGRAPH Conferences Fan Page and ACM SIGGRAPH page, reference/tag/share these pages and their content whenever possible and appropriate.
- We also recommend individual committee pages “Like” fellow committee pages and/or Chapter pages and interact with them when appropriate.

For help setting up your Fan Page, please refer to the [Facebook Getting Started Checklist](#). For additional information from Facebook on how to maintain a Fan Page, visit the [Facebook Help Center](#).

## II. Twitter: <http://twitter.com/>

- Usernames:
  - Usernames are limited to 15 characters so please select one that properly identifies your committee and affiliation.
  - When posting the real name you must follow pre-established naming guidelines and conventions within the 20 character limit..
- Provide the following information:
  - Committee website URL
  - Customized committee overview, description and mission (if applicable). Limited to 160 characters.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a profile image/avatar to your page. This image should be the logo used to identify the committee to which the page is associated with.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a header image to your page.
- Please select an appropriate color scheme and background art that relates to your committee and your pre-established look-and-feel from your website and/or Facebook Fan Page.
- Follow the official ACM SIGGRAPH feed (@siggraph) and use the official #ACM #SIGGRAPH hashtags whenever appropriate.
- It is recommended that your feed follows other committee feeds and Chapter feeds where appropriate.

For help setting up your Twitter feed, please refer to the [Twitter Help Center](#).

## III. Properly Maintain Your Presence

Once a presence is created and approved, we ask that you properly maintain the feed. This means updating content in a timely manner and sharing posts, links, content, etc. with your fans and followers. While we understand there is not always appropriate content to post at different times throughout the year, do your best to keep the feed active. A properly maintained feed will



have at least one post a week.

#### **IV. Properly Represent ACM SIGGRAPH**

Since your social media presence is not maintained by the Social Media Committee, we ask that you positively and actively promote the ACM SIGGRAPH organization and the annual SIGGRAPH conferences when appropriate. Do not post content or links that could be interpreted as negative or that reflect badly on your committee, the organization or the conferences.

#### **V. Content**

Please make sure that any and all content posted to your feed is informative, helpful, insightful and useful to your audience. Below are just a few examples of our general guidelines for making posts. Please be sure to use common sense in all posts and interactions.

#### **DO's**

- DO post and share links from the official organization, conference feeds and even Chapter social media presences as appropriate.
- DO post reminders of meetings, gatherings, events, activities and other appropriate information or committee related content.
- DO retweet, share and repost content on your feeds that is appropriate and related to committee, organization and conference events, activities or members. Please use your best judgment in doing so.
- DO moderate your feeds daily. Respond to any comments, questions, messages or posts that require responses in a prompt manner. And remember, if you do not know the answer please ask the appropriate party before posting a reply rather than guessing.
- DO follow the general guidelines as mentioned above in this document (Section 3).

#### **DON'Ts**

- DO NOT simply post a link. Please include a short explanation as to what the link is and why it is appropriate and related to your committee.
- DO NOT post confidential information about your committee, the organization or the conferences.
- DO NOT post to the feeds from your personal account unless absolutely necessary.
- DO NOT share images from members, presenters, etc. unless you have express written consent to do so.
- DO NOT retweet, share and repost content on your feeds that is inappropriate and may reflect negatively on your committee, the ACM SIGGRAPH organization, conferences or its members and volunteers.
- DO NOT endorse or solicit on behalf of committee members, companies or contributors related to your committee for items such as donations and/or fundraising. For example, do not link to a company's website telling your followers to purchase their product(s), or

to a Kickstarter campaign raising money to fund the creation a product. This is prohibited by ACM and ACM SIGGRAPH. If you received a donation through the proper channels and you would like to thank those responsible, please reach out to the Social Media Committee before doing so.

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## **Guidelines for ACM SIGGRAPH Professional & Student Chapters Social Media**

Below are the guidelines specific to the ACM SIGGRAPH Professional and Student Chapters. These guidelines are to be used when creating, updating and maintaining Facebook and Twitter social media presences related directly to the Chapter.

At this time, each Chapter may create and maintain a presence on the social media channels outlined in this section. This is in addition to, not in place of, their Chapter website. Please be sure to properly link to all sites related to your Chapter and to make your members aware of your online presences.

Once your pages and feeds are properly set up, we ask that you email the URLs to [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org) and [pscc@siggraph.org](mailto:pscc@siggraph.org) for approval. Pending any changes requested by either the Social Media Committee or representatives of the Professional and Student Chapters Committee, we then ask that you publish, advertise and maintain your sites as appropriate.

### **I. Facebook:** <http://www.facebook.com/>

- When setting up the Facebook presence for your Professional or Student Chapter, please create a “[Fan Page](#)” and choose the Non-Profit Organization category.
- You must use proper naming conventions, including proper spelling and capitalization, of both the organization and the Chapter.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a profile image to your page. This image should be the logo used to identify the Chapter to which the page is associated with.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a cover

art image to your page.

- Provide the following information, at a minimum, on your page:
  - Chapter name
  - Chapter type (Student or Professional)
  - Chapter location
  - Chapter website URL
  - Chapter charter date or founding date
  - Chapter leadership names
  - Chapter contact information
  - Standard overview message of ACM SIGGRAPH (*See VI A. below*)
  - Standard mission of ACM SIGGRAPH (*See VI B. below*)
  - Customized Chapter overview, mission and description if applicable.
- “Like” the SIGGRAPH Conferences Fan Page and ACM SIGGRAPH page, reference/tag/share these pages and their content whenever possible and appropriate.
- Post all chapter events and meetings.
- We also recommend individual Chapter pages “Like” fellow Chapter pages and interact with them when appropriate.
- Once your page is approved, please make the PSCC an admin of your page. This is in the interest of the Chapters as it ensures that if the volunteers in charge of the Facebook Page ever become unavailable, the Chapter will still have an easy way to retain use of it. The PSCC will not maintain, post or modify your feed unless necessary. If/when the PSCC takes action, they will contact the Chapter leadership in charge of the page to notify them.

For help setting up your Fan Page, please refer to the [Facebook Getting Started Checklist](#). For additional information from Facebook on how to maintain a Fan Page, visit the [Facebook Help Center](#).

## II. Twitter: <http://twitter.com/>

- Usernames:
  - Usernames are limited to 15 characters so please select one that properly identifies your chapter and affiliation.
  - Usernames should follow Chapter naming conventions, listing the city/school first, followed by “\_siggraph”.
    - Examples: iupui\_siggraph, nyc\_siggraph
  - If the city/school name exceeds the character limit, please submit a proposed username to the PSCC (pscc@siggraph.org) for approval.
- Real names:
  - When posting the real name you must follow pre-established Chapter name guidelines and conventions within the 20 character limit.
  - If the city/school name exceeds the character limit, please submit a proposed username to the PSCC (pscc@siggraph.org) for approval.
- Provide the following information:

- Chapter URL
- Chapter location
- Standard short Chapter bio, customized with your Chapter name. Limited to 160 characters. May be modified to fit as necessary. (*See VI. C. below*)
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a profile image/avatar to your page. This image should be the logo used to identify the Chapter to which the page is associated with.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a header image to your page.
- Please select an appropriate color scheme and background art that relates to your Chapter and your pre-established look-and-feel from your website and/or Facebook Fan Page.
- Follow the official ACM SIGGRAPH feed (@siggraph) and use the official #ACM #SIGGRAPH hashtags whenever appropriate.
- It is recommended that your feed follows other Chapter feeds.
- Once your feed is approved, please make the PSCC an admin of your feed by emailing [pscc@siggraph.org](mailto:pscc@siggraph.org) the username and password combination used to access the account. This is in the interest of the Chapters as it ensures that if the volunteers in charge of the Twitter feed ever become unavailable, the Chapter will still have an easy way to retain use of it. The PSCC will not maintain, post or modify your feed unless necessary. If/when the PSCC takes action, they will contact the Chapter leadership in charge of the feed to notify them.

For help setting up your Twitter feed, please refer to the [Twitter Help Center](#).

### **III. Properly Maintain Your Presence**

Once a presence is created and approved, we ask that you properly maintain the feed. This means updating content in a timely manner and sharing posts, links, content, etc. with your fans and followers. While we understand there is not always appropriate content to post at different times throughout the year, do your best to keep the feed active. A properly maintained feed will have at least one post a week.

### **IV. Properly Represent ACM SIGGRAPH**

Since your social media presence is not maintained by the Social Media Committee, we ask that you positively and actively promote the ACM SIGGRAPH organization and the annual SIGGRAPH conferences. Do not post content or links that could be interpreted as negative or that reflect badly on your Chapter, the organization or the conferences.

### **V. Content**

Please make sure that any and all content posted to your feed is informative, helpful, insightful and useful to your audience. Below are just a few examples of our general guidelines for making posts. Please be sure to use common sense in all posts and interactions.

## DO's

- DO post and share links from the official organization, conference feeds and other Chapter social media presences as appropriate.
- DO post reminders of meetings, events and other appropriate information or Chapter related content.
- DO retweet, share and repost content on your feeds that is appropriate and related to Chapter events, activities or members. Please use your best judgment in doing so.
- DO moderate your feeds daily. Respond to any comments, questions, messages or posts that require responses in a prompt manner. And remember, if you do not know the answer please ask the appropriate party (for example the PSCC, the Social Media Committee, Chapter Leadership, etc.) before posting a reply rather than guessing.
- DO follow the general guidelines as mentioned above in this document (Section 3).

## DON'Ts

- DO NOT simply post a link. Please include a short explanation as to what the link is and why it is appropriate and related to your Chapter.
- DO NOT post confidential information about your Chapter, the organization or the conferences.
- DO NOT post to the feeds from your personal account unless absolutely necessary.
- DO NOT share images from members, presenters, etc. unless you have express written consent to do so.
- DO NOT retweet, share and repost content on your feeds that is inappropriate and may reflect negatively on your Chapter, its members, or the ACM SIGGRAPH organization and conferences.
- DO NOT endorse or solicit on behalf of Chapter members, companies or contributors related to your Chapter for items such as donations and/or fundraising. For example, do not link to a company's website telling your members to purchase their product(s), or to a Kickstarter campaign raising money to fund the creation a product. This is prohibited by ACM and ACM SIGGRAPH. If you received a donation through the proper channels and you would like to thank those responsible, please reach out to the Professional and Student Chapters Committee, as well as the Social Media Committee, before doing so.

## VI. Standard Messages

Below are the standard messages to be used. Please customize the statements with your Chapter name where appropriate.

### A. Standard ACM SIGGRAPH Overview Message:

*ACM SIGGRAPH is dedicated to the generation and dissemination of information on computer graphics and interactive techniques. We are a membership organization that values passion, integrity, excellence, volunteerism, and cross-disciplinary interaction in all of our activities.*

B. Standard ACM SIGGRAPH Mission:

*Our mission is to promote the generation and dissemination of information on computer graphics and interactive techniques.*

C. Standard Short Chapter Bio:

*(Insert Chapter name) – A (Professional/Student) Chapter of ACM's Special Interest Group on Computer Graphics & Interactive Techniques.*

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## **Guidelines for SIGGRAPH Conferences Venue/Program-Level Social Media**

Below are the additional guidelines for all social media channels and outlets directly associated with a specific venue or program from the SIGGRAPH or SIGGRAPH Asia conferences. These guidelines should be followed by any venue/program chair or committee member who creates and/or maintains any of these feeds in addition to the guidelines previously listed in this document (Section 3) and those provided by the Marketing and Media team.

### **I. Contact Marketing & Media Team and the Social Media Committee**

If you are interested in creating a social media channel, outlet or feed for your program or venue, please contact the SIGGRAPH Marketing and Media team ([promo@siggraph.org](mailto:promo@siggraph.org)) and the Social Media Committee ([socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org)) before starting the process for those feeds related to the annual North American conference SIGGRAPH.

If you are interested in creating a social media channel, outlet or feed for your program or venue in relation to SIGGRAPH Asia, please contact the SIGGRAPH Asia Marketing and Media team ([promo\\_asia@siggraph.org](mailto:promo_asia@siggraph.org)) and the Social Media Committee ([socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org)) prior to starting the process.

A member of the appropriate committees will reply with any and all information or instructions needed to properly set up the channel as well as request some basic information from you.

If you are already maintaining a social media presence for your program or venue, please contact the Marketing and Media team and Social Media Committees and include the following information:

- Your name and contact information.
- The name and contact information for the person who started the presence if different.
- The names and contact information for anyone who has administrative or posting rights to your channel.
- The URL for the social media presence.
- The conference to which the feed is being used for (SIGGRAPH or SIGGRAPH Asia).

A member of the committees will verify the information and reply with any appropriate changes or modifications that need to be made pending final approval.

## II. No Year Specific Feeds

We ask that if you start or maintain a social media presence for a conference related program or venue that the feed created is not year specific. Any URLs or permanent names/titles should not include the year it was created so that it can be updated and maintained by future committees and volunteers.

Once your term running the program or venue is over, we then ask that you pass along the appropriate credentials to the volunteers succeeding you so that they may continue to maintain the feed. Please be sure to notify the Marketing and Media team, as well as the Social Media Committee, when this exchange takes place.

## III. Facebook: <http://www.facebook.com/>

- When setting up the Facebook presence for your venue or program, please create a “[Fan Page](#)” and use your best judgment to choose a category that best describes your venue or program.
- You must use proper naming conventions, including proper spelling and capitalization, of both the organization and the annual conferences.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a profile image to your page. If the image is related to the conference logo you must follow the guidelines for that specific conference year as available on the website. Do your best to avoid using the same logo the official conference feeds use to avoid any confusion.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a cover art image to your page. Be sure not to use contributor images in cover art unless you have express written permission to do so.
- Provide the following information, at a minimum, on your page:
  - Venue or Program’s name
  - About
  - Description
  - Contact Information, including an email alias and links to the current conference

- related pages and websites.
  - The founding year of the program if applicable. If not, please use 1973 which was the founding year of the SIGGRAPH conference.
- “Like” the SIGGRAPH Conferences Fan Page and ACM SIGGRAPH page, reference/tag/share these pages and their content whenever possible and appropriate.
- We also recommend individual venue or program pages “Like” fellow venue or program pages and interact with or mention them when appropriate.

For help setting up your Fan Page, please refer to the [Facebook Getting Started Checklist](#). For additional information from Facebook on how to maintain a Fan Page, visit the [Facebook Help Center](#).

#### IV. **Twitter:** <http://twitter.com/>

- **Username:**
  - Usernames are limited to 15 characters so please select one that properly identifies your venue or program.
  - Please be sure the selected username does not conflict with, or cause confusion with, already established venue/program Twitter feeds.
  - If the venue/program username exceeds the character limit, please submit a proposed username to the Marketing and Media team (promo@siggraph.org) for approval.
- **Real names:**
  - When posting the real name you must use “SIGGRAPH (venue/program name)” within the 20 character limit. For example, “SIGGRAPH Art Gallery” or “SIGGRAPH Asia Art Gallery”. Do your best to avoid internal or unknown acronyms in the name that are not commonly used by the public.
  - If the venue/program real name exceeds the character limit, please submit a proposed name to the Marketing and Media team (promo@siggraph.org) for approval.
- **Provide the following information:**
  - Venue or program URL on the current conference website.
  - Location of the current conference.
  - A description of what the venue or program is. Limited to 160 characters.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a profile image to your page. If the image is related to the conference logo you must follow the guidelines for that specific conference year as available on the website. Do your best to avoid using the same logo the official conference feeds use to avoid any confusion.
- You must follow pre-established ACM SIGGRAPH logo guidelines when adding a header image to your page. Be sure not to use contributor images in header art unless you have express written permission to do so.
- Please select an appropriate color scheme and background art that relates to your venue or program and the pre-established look-and-feel from the current conference.
- Follow the official ACM SIGGRAPH feed (@siggraph) and use the official #ACM



#SIGGRAPH hashtags, as well as those related to the conference venues and programs, in your posts whenever appropriate.

- It is recommended that your feed follows other venue or program feeds.

For help setting up your Twitter feed, please refer to the [Twitter Help Center](#).

#### **V. Properly Maintain Your Presence**

Once a presence is created and approved, we ask that you properly maintain the feed. This means updating content in a timely manner and sharing posts, links, content, etc. with your fans and followers. While we understand there is not always appropriate content to post at different times throughout the conference cycle, do your best to keep the feed active. A properly maintained feed will have at least one post a week.

#### **VI. Properly Represent ACM SIGGRAPH and SIGGRAPH**

Since your social media presence is official, just not maintained by the Social Media Committee, we ask that you positively and actively promote ACM SIGGRAPH and the SIGGRAPH conferences at all times. Do not post content or links that could be interpreted as negative or that reflect badly on either the organization or the annual conferences.

#### **VII. Content**

Please make sure that any and all content posted to your feed is informative, helpful, insightful and useful for your audience. Below are just a few examples of our general guidelines for making posts. Please be sure to use common sense in all posts and interactions.

##### **DO's**

- DO post and share links from the official organization and conference feeds.
- DO use the official #ACM and #SIGGRAPH hashtags, as well as those related to the conference venues and programs, in your posts whenever appropriate. For a full listing of conference related hashtags [click here](#).
- DO post reminders of submission deadlines and appropriate information about your program or venue, as well as any conference related content.
- DO reply to your fans and followers, answering any questions they may have. And remember, if you do not know the answer please ask before posting a reply rather than guessing.
- DO retweet, share and repost content on your feeds that is appropriate and related to your venue or program, conference events, activities or may be of interest to conference attendees. Please use your best judgment in doing so.
- DO follow the general guidelines as mentioned above in this document (Section 3) and those provided by the Marketing and Media team.

##### **DON'Ts**

- DO NOT simply post a link. Please include a short explanation as to what the link is and

why it is appropriate and related to your program or venue.

- DO NOT post confidential information about the organization or the conferences.
- DO NOT post created videos to unofficial channels or sites. If you have a trailer or promotional video that you would like to post on your page, please send it to the appropriate Marketing and Media team, as well as the Social Media Committee first. All official trailers and videos must be approved by the appropriate Marketing and Media partners before being posted to the official ACM SIGGRAPH YouTube channel. Once the video is posted to the channel you may then link to, or embed it, where it is appropriate.
- DO NOT share images from contributors or submissions unless you have express written consent to do so, or they have been previously approved by the Marketing and Media team.
- DO NOT retweet, share and repost content on your feeds that is inappropriate and may reflect negatively on your venue or program, our attendees, the ACM SIGGRAPH organization or conferences.
- DO NOT endorse or solicit on behalf of companies or contributors related to your venue or program for items such as donations and/or fundraising. For example, do not link to a company's website telling your followers to purchase their product(s), or to a Kickstarter campaign raising money to fund the creation a product. This is prohibited by ACM and ACM SIGGRAPH. If you received a donation through the proper channels and you would like to thank those responsible, please reach out to the Marketing and Media team, as well as the Social Media Committee, before doing so.



## **ACM SIGGRAPH Social Media Support & Contacts**

For additional help and/or support in regards to any content in this document, please contact the ACM SIGGRAPH Social Media committee at [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org).

If you have any announcements for the ACM SIGGRAPH organization, or its annual conferences, that you would like posted on the official social media channels, please send your written request to the ACM SIGGRAPH Communications and Social Media committee at [socialmedia@lists.siggraph.org](mailto:socialmedia@lists.siggraph.org). Requests will be reviewed, modified (if necessary) and posted as appropriate. Please allow at least 48 hours for requests to be processed.

Requests should include:

- Your name, position or title and contact information.
- Content to be posted, including any pertinent information such as a description of the content, related URLs, attachments, etc.
- Date on which you would like the content posted and reminder, if applicable.

Questions regarding conference venue or program-level social media channels and feeds, relating directly to one of the annual SIGGRAPH Conferences, should contact the appropriate Marketing and Media team listed below.

- For **SIGGRAPH**, contact [promo@siggraph.org](mailto:promo@siggraph.org) or call +1 312-673-4818 (USA).
- For **SIGGRAPH Asia**, contact [promo\\_asia@siggraph.org](mailto:promo_asia@siggraph.org) or call +65 6500-6700 (Singapore).