

Best Practices & Guidelines for SIGGRAPH Social Media Activities

Overview

This document has been developed by the SIGGRAPH Event Marketing team in conjunction with the ACM SIGGRAPH Communications Committee in an effort to bring consistency and brand uniformity to all social media channels that promote the SIGGRAPH brand. Additionally, program-level social media activities for SIGGRAPH 2018 will be outlined with the intention of strengthening marketing efforts to promote the full conference cycle.

Some Universal Truths

ACM SIGGRAPH Mission

ACM SIGGRAPH's mission is to foster and celebrate innovation in Computer Graphics and Interactive Techniques. The organization promotes its vision by bringing people together in physical, on-line, and asynchronous communities to invent, inspire, and redefine the many creative and technical artifacts, disciplines, and industries that are touched by computer graphics and interactive techniques.

SIGGRAPH Conference Brand Position Statement

SIGGRAPH acts as the leading source of inspiration and knowledge sharing for all industries employing computer graphics and interactive techniques. The breadth of SIGGRAPH expertise and talent globally and across a myriad of industries results in a think-tank environment like no other — where one may be inspired, challenged, and grown through experience, discussion, and collaboration.

Audience

SIGGRAPH brings together a wide variety of professionals who approach computer graphics and interactive techniques from different perspectives. Our programs and events align with five broad areas of interest (listed below). Our audience includes students and those from the international community.

Production & Animation

You're an engineer of alternate reality. You create visually engaging worlds and breathe life into characters using your imagination and the latest computer graphics technology and workflows.

Research & Education

You've got ideas that make exciting change possible. Your knowledge of past and present computer graphics technology provides theoretical springboards for the future.

Arts & Design

You live to create, to bring your ideas to life through art and design. You love using new technology to support and realize your vision.

Gaming & Interactive

Gaming professionals and those breaking new ground in interactive techniques find their tribe at SIGGRAPH conferences. Whether working in VR or mixed reality, real-time graphics or game production, there's something for everyone at SIGGRAPH.

New Technologies

Complacency is not an option. You're someone who is always pushing the limits, asking the question "What if?" and imagining the future of technology and its possibilities.

SIGGRAPH on Social Media

Official ACM SIGGRAPH and SIGGRAPH Conference Channels

[Conference Facebook](#)

[Computer Animation Festival Facebook](#)

[SIGGRAPH Twitter](#)

[Shay D. Pixel Twitter](#)

[SIGGRAPH Instagram](#)

[ACM SIGGRAPH YouTube](#)

[ACM SIGGRAPH LinkedIn Company Page](#)

Other Aligned Communities

[Student Volunteer Twitter](#)

[Student Volunteer Facebook](#)

[SIGGRAPH Asia Facebook](#)

[SIGGRAPH Asia Twitter](#)

[SIGGRAPH Asia Instagram](#)

[International Committee Facebook](#)

There are additional communities on social media that have an ACM SIGGRAPH affiliation or connection, including accounts for Chapters and other special interest groups. Please see the note at the end of this document about starting new SIGGRAPH community on social media.

Best Practices and Guidelines

- **Administrators:** Only SIGGRAPH Event Marketing staff, SIGGRAPH communications committee members or designated volunteers should use social media to speak officially on behalf of SIGGRAPH. Individual conference programs or chapters that engage in social media activities must identify an administrator who will be responsible for posting and responding to requests through that program's channel. The program-level administrator should consult with the ACM SIGGRAPH Communications Chair and the SIGGRAPH Event Marketing team to develop goals, create aligned messaging and execute activities related to the program's channel(s). Administrators are expected to abide by the code of conduct outlined in this document.
- **Posting:** Official SIGGRAPH posts/announcements should not be shared from personal social media profiles, but should use a SIGGRAPH-branded user profile; however, personal profiles may share or retweet SIGGRAPH approved messaging. Administrators do not need approval from the ACM SIGGRAPH Communications Chair to post to social media channels but a calendar outlining content strategy should be provided for line of sight.
- **Disclosure:** ACM SIGGRAPH requires you to represent yourself honestly, professionally and ethically. Additionally, be sure to protect your personal privacy. Please remember that honesty is the best policy and act with integrity on all social media networks.

If a mistake is discovered after posting content, whether original or shared, please be sure to correct it as soon as possible. Everyone makes mistakes. Correct the issue and notify community members to the

correction.

- **Monitoring:** Administrators of program-level social media activities should monitor social media channels daily to ensure that any SPAM or sales-related posts are removed in a timely fashion, and that any comments or messages requiring a response are attended to promptly.
- **Timeliness:** If a question is posted on a social media channel, the designated administrator should respond to the inquiry within 24 hours. If it is content-specific, respond to the poster and refer the inquiry to an appropriate subject matter expert.
- **Connections:** SIGGRAPH social media Administrators should use their discretion when accepting connection requests on social media channels. Staff and volunteers representing SIGGRAPH are not obligated to connect or participate in groups using a personal profile. When doing outreach through SIGGRAPH social media channels (i.e., liking other Facebook pages, following Twitter accounts, etc.), every effort should be made to ensure that the organization or individual is aligned with SIGGRAPH, SIGGRAPH Conferences or the computer graphics and/or interactive techniques industry. Administrators are encouraged to seek out SIGGRAPH social media influencers in order to strengthen the reach of the conference message.
- **Frequency:** Content should be posted frequently in order to keep followers engaged and active, but not so often that it becomes overwhelming or obnoxious to the community. Administrators are encouraged to create a messaging calendar for conference-related social media efforts. Messaging should be coordinated across channels and groups to avoid content log jams and to ensure that important messages are given room to engage and reach the broadest possible audience. Small teasers shared in the months leading up to SIGGRAPH are a good way to keep followers engaged.

Frequency guidelines:

- Twitter — Posting 2-3 times a day is acceptable (or more during conference), but posts should avoid repetitious content. Posts should also be spread throughout the day rather than shared across a short time period (*unless participating in a Twitter chat or other real-time conversation*).
 - Facebook — Posting daily will show consistent activity and will engage users.
 - Instagram – Posting one to three times a week (more during conference) will keep the channel active and continue building momentum between conferences
 - LinkedIn – Posting twice a week will keep users engaged and build community
 - Snapchat – Channel should be engaged during and just prior to Conference
- **Content:** Content should seek to engage users, rather than simply broadcast an individual program’s agenda. For instance, when creating conversation about the Computer Animation Festival, detail-oriented questions, photos, videos, polls, and the like should be posted— such as featured contributors to the Electronic Theater or industry trends — rather than general messages pushing followers to register.

Content should follow the SIGGRAPH editorial style guidelines whenever possible. The guidelines are available on the conference committee website. If you have trouble locating the guidelines or if you have a question about them, please contact the SIGGRAPH Event Marketing team at promo@SIGGRAPH.org.

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 shortened.

The proper name of the annual North American conference is **SIGGRAPH [Year]**. 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.

SIGGRAPH recommends avoiding the use of acronyms and abbreviations, such as CAF for Computer Animation Festival. Please remember that SIGGRAPH serves an international community and such abbreviations could be confusing or misunderstood.

***An Important Note about Images and Videos** — All posts to social media should aim to include a compelling image or video. For channel branding, please ensure all cover photos, headers and profile pictures reflect the most recent conference imagery. The use of GIFs is allowed and services such as GIPHY may be used, but every attempt should be made to respect copyright and credit content. Trademarked characters from studios in particular should be avoided, unless express consent has been obtained. Content from services such as GIPHY should cite the service as the content source.*

Finally, 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.

- **Prohibited Content (Confidential/Proprietary):** Any confidential or proprietary information of SIGGRAPH should not be shared on social media platforms. This includes, but is not limited to, financial information, organization strategy or announcements not yet made public.

Additionally, 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, unless approved.

- **Copyrighted Information:** Any content that SIGGRAPH does not own should not be posted without credit. Third party content should not originate from a SIGGRAPH social media channel without written or legal permission or acknowledgement of the source. Administrators can refer directly to copyrighted material on websites or social media profiles that belong to the copyright holder. In the case of services such as GIPHY, the content service should be cited as a content source and every attempt should be made to use content that has been authorized by the service to share. Trademarked characters and VFX work from studios should not be shared without express consent and should not be altered or embellished. Licensed stock photography should not be used.

Sites like Creative Commons indexes and has search functionality for content that is in the public domain or is open to share. When in doubt of copyright approval, err on the side of caution and find an alternate image. Copyright guidelines apply to music as well.

- **Responding to Negative Posts:** SIGGRAPH social media administrators should use good judgment when deciding if, and how, to best respond to negative comments. In general, negative comments (unless they are offensive or violate privacy or copyright laws) should not be removed. If an administrator is uncertain of a response, he/she should contact the SIGGRAPH Event Marketing team or the SIGGRAPH communications committee.

- **Disclaimers:** In order to protect SIGGRAPH, the following disclaimer language should be posted on social media channels created by programs:

“ACM SIGGRAPH cannot endorse or solicit on behalf of companies, donations, and/or fundraising efforts.

ACM SIGGRAPH welcomes and encourages participation in discussions about the industry; however, we also reserve the right to remove inappropriate or offensive posts. The views and opinions expressed on this channel do not necessarily represent the official views of ACM SIGGRAPH.

While interacting on this channel, we ask you to abide by the following guidelines: Please do not use offensive or hurtful language. Be respectful of other points of view, even if they differ from your own. Refrain from posting self-promotional personal products or services. Do not share any personal or contact information. If you choose to do so, it is at your own discretion.”

Looking to Launch a NEW Program Channel?

Please do not start a new SIGGRAPH social media channel without first consulting the ACM SIGGRAPH Communications Committee and the SIGGRAPH Event Marketing team. All new channels must be approved by these groups prior to launch. If you are interested in developing additional program-level social media channels, connect with both the ACM SIGGRAPH Communications Committee (socialmedia@lists.siggraph.org) and the SIGGRAPH Event Marketing team (promo@siggraph.org).

Support

The ACM SIGGRAPH Communications committee and SIGGRAPH Event Marketing team are here to support the 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 at socialmedia@lists.siggraph.org.

To submit an announcement or social media idea intended for the larger SIGGRAPH social media community, please contact the SIGGRAPH Social Media committee at socialmedia@siggraph.org.

Posts or questions related to program-level conference social media can be directed to the marketing alias at promo@siggraph.org. Or, you can call +1.312.673.4818.

Channel administrators should also share log in information with the ACM SIGGRAPH Communications Chair at socialmedia@siggraph.org.