



**AutismTravel.club®**

# Autism Travel Club Social Media Guidelines

## Who We Are:

Autism Travel Club

## Our Mission:

Everyone deserves the enriching and rewarding experience of travel and playful adventures. Autism Travel Club membership makes it easier to plan and enjoy your family fun with access to autism-ready businesses that will meet your needs and show you a great time!

## Purpose of the Guidelines:

The purpose of this guideline is to avoid any problems or misunderstandings while promoting the Autism Travel Club (ATC). We believe in using social media to empower, educate, and connect with our audience. These are our guidelines to provide helpful and practical advice for you when operating on the internet as an ambassador for the Autism Travel Club. Above all please be **Honest, Respectful, and Accurate**.

## Who It Applies To:

These guidelines are intended for the following audiences:

Organization and Affiliate Organization staff, consultants, and ambassadors who are promoting the ATC company



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## Our Team Includes:

Becky Large, Chief Executive Officer (CEO)

Christian Carp, Chief Operating Officer (COO)

## Our Brand:

- When using ATC content please stick within the branding guidelines on color, font, and logo for all content as outlined below.
  - [Autism Travel Club Brand Standards Manual](#)
- Please use our copyrighted logos, headers, and tags outlined in the ATC Brand Guide.

## Do's for Social Media:

- Do express your own opinion on social media. If the bio mentions the employer, state clearly that the opinions expressed are your own.
- Do keep a record of all interactions held on a user-generated platform.
- Do share company posts, updates, events, and stories.
- Do report any potential social media-related crisis.
- Do Use extreme care when communicating with minors or using social networks intended for minors.
- Do think if you are about to publish something that makes you even the slightest bit uncomfortable, review it or don't post.



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## Don't for Social Media:

- Don't engage with trolls and bad actors on your own without consulting higher-ups.
- Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. Respect yours and our audience.
- Don't share company secrets. This can include but not be limited to, upcoming features, marketing campaigns that are still in the works, financial information, or any matters that could be considered internal.
- Don't cite or reference clients, partners, or suppliers without their approval. If approved, link back to the source and give credit.
- Don't comment, engage or get involved in legal matters related to the company.
- Don't take action contrary to the specific boundaries, terms and conditions, and community guidelines set by each site, social network, or community.

## When conducting business on our behalf via social media:

- Disclose who we are, who we work for, and any other relevant affiliations from the very first encounter.
- Ensure that all disclosure meets the minimum legal standard by being a) clear and conspicuous, b) understandable by the average reader, and c) clearly visible within the relevant content.
- Comply with all laws and regulations regarding disclosure of identity.
  - Never use a false or obscured identity or pseudonym.
- Guarantee that any third-party outreach we participate in meets or exceeds our internal standards.



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## Emergency procedure:

If you are faced with a problem, such as PR-related issues, trolls, news leaks, confidential information, or other questionable content regarding the company on social media, please always report it to [Becky Large, CEO](#) in order to work through the proper next steps to take.

## Please Note:

If we find any statements or claims that are false or misleading, we will contact you for correction. If, as an ambassador, you are found to consistently and repeatedly fail to disclose your relationship to ATC, or make false or misleading statements about ATC products or Services, we may discontinue our relationship with you.

Thank you  
Autism Travel Club

