

# NYSSEA Social Media Code of Conduct

To enhance NYSSEA member experience, we put forth these basic guidelines for participation in social media.

NYSSEA's members-only Facebook Group and any other Social Media groups or pages set up by NYSSEA allow members to make real-time connections with hundreds of EAs who offer advice and share experiences, knowledge and ideas. When you join and use these groups, you agree that you have read and will follow our rules and guidelines. These online communities are intended to allow NYSSEA members to share knowledge, request advice from other members, learn from the experience of others, and participate in topical discussions.

Please take a moment to acquaint yourself with these important guidelines. If you have questions, contact the group administrator: [Jeff Gentner, EA](mailto:info@nyssea.org) at [info@nyssea.org](mailto:info@nyssea.org)

In order to preserve a climate that encourages civil, respectful, and relevant dialogue, NYSSEA reserves the right to suspend or terminate membership in these communities for anyone who violates the following rules.

## The Rules

- Don't challenge or attack others. These communities exist for sharing of knowledge, not for public disputes. You may not agree with a particular point of view, but be respectful of your colleagues.
- Disrespectful or abusive comments will not be tolerated. Remember that your posts reflect on you as an individual and as a professional. Post accordingly. Keep posts professional and civil. If you have a private dispute with another member, take it "offline." Otherwise, the administrator will remove your post.
- Remember that other members of these communities have the right to copy and share information posted to the group.
- NYSSEA, through its appointed administrators, reserves the right to restrict or remove posting ability for any reason.
- If you have a complaint or comment for the administrators, contact them directly offline at [info@nyssea.org](mailto:info@nyssea.org).

## Advertising

Use caution when discussing products. Keep messages factual and do not use this venue for advertising purposes. Members may not promote products or services where they have a direct financial gain, unless the promotion relates to the mission of NYSSEA and its chapters or NAEA and its Affiliates.

### DO NOT:

1. Mention a product or service for a company you own. This applies to both an original post of your own, and a response to the post, no matter how helpful or on-point.
2. Promote a product or service, or share a link, where you are paid a fee (so-called affiliate links).

**FEEL FREE TO:**

1. Talk about tax software and other appropriate industry products, provided you don't sell the software, own the company, or receive compensation or financial gain. (Exception: if you own 1% or less of the stock of a public company, you are not an owner for this purpose).
2. Share discount codes for which you don't receive a fee or benefit. For example, discount codes awarded to members of NYSSEA or NAEA Affiliates for products such as Quickfinder and The TaxBook may be posted.
3. Offer a FREE webinar or product you are involved with, provided it is completely FREE.
4. Promote events sponsored by NYSSEA or NAEA or any NAEA Affiliate, even if you are a paid speaker.

**In General**

NYSSEA is not responsible for the opinions and information posted by members on the NYSSEA Facebook group or any other Social Media forum.

Do not post any abusive or defamatory materials. Do not post any information or other material protected by copyright without the permission of the copyrightowner.

Do not discuss specific fees for services or pricing. This may be construed as price fixing and an illegal restriction of free trade.

NYSSEA cannot actively monitor these communities in real time for inappropriate postings. However, in the event that any inappropriate posting is brought to the attention of the administrators, appropriate action will be carefully considered and carried out.

NYSSEA reserves the right to terminate access to any user who does not abide by these guidelines.