



Social media is a powerful tool to reach the game development community around the world. However, social media use can also open people to harassment and abuse. IGDA provides the information below to help protect our volunteers and staff, clarify formal guidelines for official IGDA accounts, and provide recommendations for the larger game development community. Much of this information is based on recommendations and best practices from other sources, including [Kitfox](#), the National Labor Relations Board, the Society for Human Resource Management, and other companies who have shared their social media practices and recommendations. We are grateful for the information shared as we all work to make social media a better, safer, and more enjoyable tool for community interaction.

Social Media Use for Official IGDA Accounts (including @IGDA_ED, @IGDA, Chapter accounts, and SIG accounts)

Purpose:

Official IGDA social media accounts, including accounts on Twitter, Facebook, and Instagram, are used to inform IGDA members and other members of the game development community about events, member benefits, member resources, issues impacting the game development community, and other information that is relevant to current or potential IGDA members. Social media accounts created by the IGDA or with the purpose of supporting an IGDA Chapter, SIG, or event, are property of, and administered by, the IGDA. Failure to adhere to these guidelines may result in loss of access to an official IGDA account.

Tone:

Official IGDA social media accounts should adhere to the IGDA brand guidelines, with an upbeat, confident, inspired, and empowered tone. Some topics (for example, video games and gun violence) will not be appropriate for certain elements of the IGDA brand; official accounts should use discretion when posting about sensitive subject matter and show appropriate respect for the topic. Official IGDA accounts should not use a cocky, flippant, or braggadocious tone, and should never post offensive or insulting material. If you are not sure about whether material may be considered offensive or insulting, email staff@igda.org for help and clarification.

Harassment and Other Problems:

If a social media account tags or otherwise directs a message to an official IGDA account that is inflammatory, harassing, conflicts with the IGDA Code of Ethics, or is otherwise in bad faith, the official account should ignore the post and report it to the relevant platform or authorities as applicable. Official IGDA accounts should not engage with accounts, or posts, whose purpose is to prompt an altercation, or to otherwise harm the organization and/or its members. In these cases, engagement of any kind encourages the bad behavior. Official IGDA accounts should mute, but not block, accounts on social media who persistently or significantly harass the official account. If a muted account continues to harass an official IGDA account, or attempts to harass the account followers, contact HQ immediately for additional support, including escalation to the social media platform.

If an official IGDA account receives a threat, they should contact HQ immediately at staff@igda.org for support in escalating to the appropriate law enforcement authorities and for assistance in protecting the individual(s) who are responsible for the official IGDA account. If you believe your safety is at risk, call your local emergency number immediately.

Official IGDA accounts should never be used for the personal or professional benefit of the account manager, or to provide a benefit that someone would not have otherwise received. For example, an IGDA account may be used to highlight a member studio since that benefit is available to all member studios. However, an IGDA account should not be used to promote any single person or company in a way that is not available to the IGDA membership at large. For clarity, this policy does not restrict featuring members of a specific geographic community, specialty, or other group.

If something is posted in error, correct it as quickly as possible. Acknowledge the error and detail how it was corrected.

Social Media Use for Personal Accounts of IGDA Board, Staff, and Volunteers

Personal accounts of IGDA Board, Staff, and volunteers are not monitored; however, because of the nature of social media and electronic communications, it's possible that any post can be shared with any person in the world. We urge people to be conscious of the potential audience of any social media post, even if the intent is for the post to be private.

IGDA Board members, staff members, and volunteers may include their IGDA affiliation in their social media profiles, but are not required to do so. If you include your IGDA affiliation, please also include an appropriate disclaimer that clarifies that you are not representing the IGDA in your account's postings. Suggested disclaimer language includes "Tweets are mine alone", "Posts do not represent IGDA", "Views are mine", "Opinions are mine".

If you are contacted about an official IGDA position on an issue, a member service issue, or any other topic you are not comfortable addressing, please escalate the issue to IGDA HQ as soon as possible. Membership inquiries should be directed to membership@igda.org; press inquiries should be directed to press@igda.org; all other inquiries should be directed to staff@igda.org. You may also tag @igda or @igda_ed as appropriate.

IGDA members are expected to adhere to the [IGDA Code of Ethics](#), and should be aware that certain online behaviors, including engaging in harassment, attempting to impersonate another person, or encouraging discrimination would be considered violations of the Code of Ethics, and would be subject to disciplinary action, including removal from their position with the IGDA.

For clarity, the following types of posts are **not** considered violations of the Code of Ethics:

- Engaging in a political discussion
- Providing commentary, positive or negative, about a game or game company
- Using profanity
- Telling someone to leave you alone
- Reporting or calling out harassment
- Defending another person from harassment

Harassment:

If you become the target of harassment while volunteering with or working for the IGDA, especially as a result of your involvement with the IGDA, IGDA will support you as best we can, prioritizing your safety and mental and emotional health, and acting on your behalf only with your informed consent. Please email staff@igda.org immediately for support and assistance. If your physical safety is threatened, call your local emergency number immediately.

Specific suggestions for reacting to online harassment may be found here:

[IGDA Harassment Resources](#)

[Heartmob](#)

[Blain LLC](#) (law firm that specializes in cyber abuse)

IGDA HQ Board Members and Staff:

IGDA HQ board members and staff are held to higher standards for their comments on public social media accounts. Specifically, as outlined in the [Board Member Expectations](#), IGDA HQ board members are expected to act as ambassadors for the IGDA and support the IGDA's messages. IGDA HQ board and staff members may be asked to retweet or share specific IGDA announcements from their personal accounts, for example; HQ board and staff members may do so at their own discretion. IGDA HQ board and staff members are expected to refrain from publicly criticizing the IGDA in social media channels.