



# POLICY ON SOCIAL MEDIA UPDATES

## BACKGROUND

The Asia Pacific Accreditation Cooperation (APAC) was established to provide formal recognition of accreditation bodies in the Asia Pacific Region and to establish and maintain recognition through the International Accreditation Forum (IAF) and International Laboratory Accreditation Cooperation (ILAC), and as a Regional Group to cooperate and complement activities of other Regional Groups with IAF and ILAC.

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## OBJECTIVE:

To address the need for a forum to promote APAC, APAC activities, updates from member economies and to facilitate the exchange of ideas at regular intervals. Social media is one of the fastest platforms used to reach a wide audience to promote APAC and its related activities. It is essential that while using the social media platform we ensure that the information is shared in a transparent manner while protecting its integrity and ensuring that the policy is followed. Pursuant to the decision reached at the 2020 APAC CPC meeting, APAC intends to use the LinkedIn platform for posting the information. Additionally, the Twitter account of ILAC/IAF would be used to update the information. Considering this, it is necessary to create a policy that provides details about what type of content can be posted on social media. Following guidance is provided to APAC members. When offering content to be shared on the APAC social media platform, share the information to the APAC CPC (through email [apac.cpc@gmail.com](mailto:apac.cpc@gmail.com)), Communication WG who will review the information and once approved by the APAC CPC Chair, the content will be posted in social media account.

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## POLICY TO POST THE ITEMS ON SOCIAL MEDIA:

The following items can be posted from APAC on social media:

- Events and Meetings of APAC
- Training / Ongoing programs of APAC (From APAC CBC, CPC or other committees)
- New MRA additions in APAC
- Updates on revision of standards, documents of APAC
- New release of documents from APAC committees
- New appointments in APAC committees
- Release of new brochures, infographics, flyers by APAC
- Significant information from ILAC/IAF and other stakeholders which are of importance for member economies
- Details of Significant Achievements from APAC Full Member economies (Eg. Launch of New accreditation programme/scheme, or any other key achievement)