

# **WAA Electronic Media Rules & Regulations**

## Purpose

As the ever increasing world of electronic or social media evolves, it has been decided that the Wisconsin Arborist Association (WAA) can utilize this as an important tool in promoting the association. The rules and regulations listed below will set the boundaries around the WAA's involvement with electronic media.

## Focus

Because there are numerous electronic media outlets, the WAA will only be endorsing activity on the popular internet website; Facebook, through the use of a Fan Page. The WAA Facebook Fan page will be devoted to distributing information to the WAA's membership and provide an avenue for arborists to connect socially with one another.

## Acceptable Content

1. All content must follow the WAA Code of Ethics (a copy is attached).
2. Topics/Posts must be related to the arboriculture field.
3. No self-promotion or promotion of one specific business will be allowed.
4. Offensive or derogatory remarks will not be tolerated.

## Rules for Posting

1. The WAA Facebook Fan page will be established to allow anyone to post topics/pictures.
2. In an effort to not overload the Fans of the page, there will be a maximum of 2 posts per day.
3. To keep the page updated, the WAA must post at least one item/topic per week.

## Administration

The WAA Facebook page will be administered by the Publicity Committee, with the Publicity Committee Chairperson having the ultimate authority on what topics are relevant and acceptable. It is also the responsibility to of the Publicity Committee Chair to maintain a fresh and viable page that keeps the interest of the members. If there is negative criticism given towards the WAA or any of its members, the issue will be responded to as quickly as possible. In the event of negative criticism, the goal of the administrator will be to turn the negative feelings into a positive contact. If needed, the Publicity Committee Chairperson shall seek the advice of the WAA President and/or the WAA Board of Directors.

# Code of Ethics for Arborists

## The Arborist:

- Will utilize personal knowledge and skills for the greatest good to society.
- Will advance arboriculture by exchanging knowledge with other arborists and supporting arboriculture associations, publications, schools of instruction, and plant research agencies.
- Will be truthful in oral or written statements concerning the services qualified to offer and the plant benefits that may be expected there from, and will not advertise as certified or licensed or as insured unless the extent of coverage is clearly stated.
- Will discourage the promotion and use of techniques, methods, and materials that have not been adequately tested and approved for arboriculture use by reputable plant scientists. Should unproven material still appear to be best, the client will be completely advised.
- Will base all expert testimony on adequate knowledge of the subject and substantiated facts and render an opinion according to honest convictions.
- Will refrain from expressing, either orally or in writing, an opinion on a technical subject unless informed concerning the matter, and will not distort or withhold relevant data to substantiate a point of view.
- Will be loyal to clients or to the employing organization and will faithfully perform work assignments.
- Will, if a technical judgment in arboricultural matters is overruled by a non-technical authority, present clearly the consequences that may be expected to occur as a result of deviating from the procedure and policies which are believed to be correct.
- Will not, if employed as an arborist in public capacity, compete with arborists in private business or recommend one arborist in private business above other in the community where all are equally qualified and available.
- Will avoid making unfounded statements that in a way might injure the professional reputation of another arborist.
- Will not reduce a quoted fee for a specific job if informed of a lesser fee by another arborist for the same job.
- Will refrain if engaged in the private practice of arboriculture, from reviewing the work of another private arborist for the latter's employer, but will refer the review to a qualified person not engaged in private arboriculture.
- Will not offer employment to an employee of another arborist without the latter's knowledge, but will instead endeavor to train employees where possible.
- Will uphold the principle of appropriate and adequate compensation for those engaged in arboriculture work as an essential to the maintenance of high standards of arboricultural endeavor.
- Will conduct all matters relating to technical arboriculture activities, business operations, and civic responsibilities in a manner that will further the status of arboriculture as a respected profession.