

PMI encourages its volunteers to use social media to coordinate activities, connect with colleagues, advocate for the project management profession and promote the PMI brand. These guidelines are meant to assist PMI volunteers in using social media in an effective and responsible manner.

PMI's 2015 Pulse of the Profession® Survey reported that 92% of project management practitioners are using online social networking or collaboration tools in the management of their projects, while 82% belong to online project management communities. With this in mind, PMI has developed the following guidelines to help you engage in social networking as a PMI volunteer.

### Five Key Guidelines:

#### 1. Add value:

- **Provide valuable content.** Project management practitioners can benefit from your insights, content curation and resource sharing. Adding value means a focus on helping people make informed decisions, showing an interest in discovering their needs and solving their problems.
- **Stick to your areas of expertise.** Consider yourself responsible for what you share or promote. Link to reputable sources of information. Refer people requiring help with customer care issues to PMI's customer care team. Contact information for regional office, phone, email and live chat can be found by visiting [pmi.org/About-Us/Customer-Care.aspx](http://pmi.org/About-Us/Customer-Care.aspx).
- **Understand the social network's compliance policy.** When using a social media network, review the network's policies and ensure that you are in compliance before posting. Norms of use vary depending on the social space, as do rules for posting promotions, reviews, links and solicitations.
- **Listen first.** Read conversation threads thoroughly before responding to individual comments.
- **Look for opportunities.** Monitor channels of interest and look for opportunities to provide unique perspectives on project management and the PMI world. Be sure to include [PMI's social media channels](#) on your watch list.

#### 2. Act ethically, professionally and responsibly on and offline:

- **Act professionally.** The [PMI Code of Ethics and Professional Conduct](#) describes the ethical values to which the global project management community aspires, including responsibility, respect, fairness and honesty. Ensure that your online content and conduct reflect your professionalism, especially when identifying yourself as a PMI volunteer. Be mindful of the opinions of others and show respect, especially when acting as an advocate for PMI certification products and services.
- **Separate personal and business networking.** Be aware of areas where lines between the personal and professional are likely to blur. Use privacy settings to separate activity on your personal social networks from your professional persona.
- **Avoid threatening or derogatory communications.** PMI volunteers should avoid speech that threatens, insults, or ridicules any person or groups based on their race, religion, gender, disability or other characteristics.
- **Provide feedback through the proper channels.** If you have concerns, questions or suggestions for improvements at PMI, please contact [PMI Customer Care](#) and ask them to direct your feedback to the appropriate PMI staff member. Ethical concerns should be reported to the [PMI Ethics Review Committee](#).

3. Be transparent:

- **Take care to present yourself as a PMI volunteer.** Take care to avoid statements, profile information or profile pictures that give the impression you are a PMI employee.
- **List your PMI volunteer experience in the “volunteering” section of social media profiles when possible.** If you must list volunteer experience in an employment section, clearly designate on the title line that the position listed is a volunteer role. Example:



4. Abide by PMI’s volunteer confidentiality and conflict of interest policies:

- **Adhere to PMI’s Confidentiality Policy.** As a volunteer, you may sometimes be privy to confidential information. At such times, it is critical that you adhere to PMI’s [Confidentiality Policy](#).
- **Remove yourself from discussions in which a conflict of interest may be a concern.** Be aware of your relationship to PMI and other organizations. If you have a conflict of interest, be the first to acknowledge that relationship and remove yourself from the conversation. See PMI’s [Conflict of Interest Policy](#) for more information about identifying and handling conflicts of interest as a volunteer.

5. Give credit:

- **Respect [intellectual property laws](#).** Give credit where credit is due. If you are using another party’s content, obtain permission and make sure that the rights holders have received proper attribution in your post.

## Summary

PMI hopes to see many volunteers exploring the wide world of social media, acting as ambassadors for the PMI brand and the project management profession. Following these simple guidelines will increase the chance that your social media efforts will be both positive and impactful.

We appreciate hearing from you, so please continue to connect [with PMI](#) and PMI members via whatever social media channel you most prefer!

## Additional Resources

If you wish to create or act as an administrator for social media sites on behalf of your PMI chapter, please refer to the *Social Media Guidelines for PMI Chapters*, available on the [PMI Marketing Portal](#).

## Questions

If you have questions about these guidelines, please contact [volunteer@pmi.org](mailto:volunteer@pmi.org).