

Transportation Lawyers Association – Members Social Media Use Policy

The Transportation Lawyers Association (“TLA”) recognizes the importance of the internet in publicly promoting our association and the value of TLA membership. TLA also recognizes the importance of our members participating in the sharing of ideas and conversations related to the transportation and logistics industry through interaction in social media. Social media allows TLA to connect to members and potential members in an interactive and meaningful way. TLA is committed to supporting honest, transparent, and informed dialogue on the internet through the social media.

To that end, TLA hereby establishes parameters for members when using social media connected to our association. Social media can be a wonderful tool, but, if used improperly, social media can be damaging to the public image and professional integrity of TLA.

In his 2008 article “What Does TLA Stand For?”¹, Past President Dick Westley wrote that TLA members “demonstrate the highest standards of professional excellence,” “give of themselves for the greater good of their colleagues, the industries they represent, and the legal system as a whole,” “accept only the highest standards of ethical and professional conduct,” “avoid conduct that brings disrepute to themselves, their firms, their profession and their organization,” stand for the “highest standards of personal conduct and ethical behavior,” and “elevating the practice of law to the most productive and rewarding occupation anyone can ever hope to enjoy. When interacting on TLA social media sites, be mindful of the ideals that make TLA unique, and engage in a manner that is wholly-consistent with TLA values.

What Should (or Shouldn't) You Say on TLA Social Media

- Do not engage in self-promotion or engage in marketing or promotion of your law firm
- Do not advertise or promote speaking engagements outside of TLA, or any business or charity
- Do share information and experiences that will add value to TLA members
- Do share what you know and you're passionate about
- If your mother wouldn't approve, please don't share; what you say online impacts you, your firm, and TLA
- Give others credit when using work of others; provide a link to the original content and use the author's name when possible
- Respectful disagreements are appropriate, but do not engage in personal attacks
- Do not respond to media inquiries on TLA social media sites; direct all media inquiries to the Executive Director and TLA President
- Respect the privacy of your colleagues; do not disclose personal information about other TLA members without obtain permission in advance
- Do not post photographs or images of TLA members on public-facing social media without permission
- Do not post or discuss confidential or proprietary TLA information on TLA social media sites
- Be mindful that public discussions on social media can be found by adversaries through search engines like Google or Safari
- Do not engage in political advocacy or post about polarizing issues on TLA social media

Monitoring Policy

TLA social media sites shall be monitored regularly by the Executive Director, TLA President, and the Technology & Social Media Committee. TLA reserves the right to remove any content that, in its sole discretion, is not consistent with TLA values or the terms of this Members Social Media Use Policy.

¹ <https://translaw.org/documents/WhatDoesTLAStandFor.pdf>