



Publication, Presentation and Social Media Posting Policy

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1 Introduction

This document provides the rules for creating and delivering presentations at Vibration Institute (VI) sponsored events including but not limited to the Vibration Institute Annual Training Conference (VIATC), webinars, and chapter organized events.

This document also covers articles submitted for publication in Vibrations magazine and social media posts that are submitted for posting in the Vibration Institute LinkedIn group, and other VI led social media groups.

These policies supersede any and all prior actions regarding conference and meeting presentations, Vibrations magazine articles and social media posts.

2 Applicability

The following procedures apply to all presenters who author papers for and give presentations at VI sponsored events, write articles for Vibrations magazine, or post on VI controlled areas of social media platforms, regardless of VI membership status, or position held within the VI organization.

3 Publication Format

VI templates should be used for papers and presentations if provided. There is no set format for social media posts.

4 Publication Content

Pursuant to the mission statement of the VI, all presentations to the audience at VI meetings are to be restricted to technical topics and/or VI business.

At no point will presenters be allowed to advertise their own or their employers' products and services in an explicit manner in their prepared presentation-related materials such as papers or presentation slides, or via speech while delivering the presentation whether in a live or pre-recorded manner.

Similarly, all written materials such as paper, magazine articles, social media posts must adhere to the same concept. All communications on VI platforms should serve the purpose of enhancing vibration measurement and analysis related subject matter knowledge of the audience. Examples of prohibited written or verbal communications are provided below:

- Blatant self-promotion (individual or corporate)
- Product line descriptions.
- Service offering lists or descriptions.
- Price quotes.

Presenters are allowed to perform demonstrations using software and hardware of their choice during presentations. However, these demonstrations must be technically focused and non-commercial in nature. The software or hardware products must be used as demonstration tools to illustrate technical points. Product demonstrations where the presenter is systematically stepping through product functionality and/or introducing a product line will not be tolerated.

The only exceptions to this apply to VI products and services and job seekers per Sections 8 and 9 respectively.

5 Profanity and Vulgarity

The VI is a professional forum. The use of profanity or vulgarity in written materials or verbal presentations is prohibited at all times.

6 Permissible Sales Activities

Sales activity can be conducted in the expo area of a VI meeting if such an area is available at the VI event.

Verbally advertising products and services during casual 'hallway' conversations in small groups is permissible as long as the interactions are separated from the technical presentations.

Paid advertising may appear on VI's website, Vibrations Magazine, and conference guides.

7 Consequences and Corrective Measures

Materials submitted for presentation, publication, or posting on social media that conflict with this policy will be rejected upon review.

VI appointed officials such as conference organizers, session monitors, board members, staff members, etc. are empowered by this policy to issue warnings or prematurely end presentations that conflict with this policy.

Social media posts conflicting with this policy that are submitted for posting to the VI group will be rejected by the group owners and managers.

Repeat offenders may be banned from subsequent VI events or VI social media groups.

8 Advertising of VI Products and Services

The VI reserves the right to advertise its own products and services at all VI events, venues and social media groups in any manner that it chooses.

The primary promoters of VI products and services shall be the employees of the VI and members of the VI leadership team (directors, managers and chairs).

Third parties are permitted to promote VI products and services at all times as long as the promotion is done in good taste and reflective of the professional manner in which the VI conducts its business. Third parties are encouraged to repost or otherwise draw attention to VI advertisements and announcements.

9 Job Seekers

The VI will allow tasteful self-promotion for individuals seeking employment at a company. They may post about their skill and job experiences to VI social media groups in support of securing gainful employment. These posts must remain professional and to the point, focusing on what the individual has to offer to potential employers.

Note that this does not apply to individuals working as single person service providers in search of project work. Those types of promotions must go through the paid advertisement channels of the VI.

10 Appeals

Any parties who feel that they are being unfairly discriminated against may appeal in writing to the executive committee (EC) of the VI. If members of the EC cannot adequately resolve the issue, it will be elevated to the VI's Board of Directors as the final authority over all matters on the VI.

A response to the complainant will be provided within 60 calendar days.