Policy No: A-18

Subject: Commercial Use of AASL Communities

Policy Statement:
The use of the American Association of School Librarians (AASL) communities to conduct personal business or commercial activities, except through a contractual agreement, is prohibited.

Focus:
AASL Members

Definitions:
Community: any in-person or online gathering of members which includes but is not limited to:
- AASLForum
- ALA Connect
- AASL listserv
- AASL social media
- AASL website (blogs, comment posts, etc.)
- AASL educational events, including social events within an educational event

Commercial activity: an activity that is engaged in or concerned with the buying and selling of goods, products, or services.

Purpose:
To ensure that AASL communication vehicles are used to serve the association.

Procedure:
1. AASL’s intentions are to ensure the free flow of ideas and networking between professionals. Each quarter AASL will post a usage statement on AASLForum to ensure new members are aware of proper use.
2. Commercial recommendations as a response to a professional inquiry are permitted (e.g., a request for a book recommendation for a lesson, or new vendor recommendation for a particular service).
3. Unsolicited commercial recommendations are not allowed (e.g., posting a recently published book or solicitation to subscribe to a publication or service).
4. Commercial materials may not be distributed outside a presenter’s session and/or exhibit hall.
5. Because of the special considerations required for school library job openings, AASL does allow job posting to be posted both on AASLForum as well as submitted to Hotlinks for a complimentary listing to members.
6. The following steps will be taken by AASL Headquarters when a violation has occurred:
   - The individual that posted a commercial posting will be notified that such postings are not permitted. If the AASL member continues to ignore AASL policy, he/she will be removed from the AASLForum list.
   - Commercial materials placed in session rooms or open areas of conference will be removed.
   - Individuals soliciting AASL attendees outside of the conference exhibit hall will be asked to leave the conference.