

## Guidelines for National Associations' Publications on EATA Social Media and Website

### Purpose:

This policy sets out the criteria and process for publishing information about National Associations' activities on EATA's official communication channels. It ensures that published content is consistent with and respectful of EATA's mission, professional standards, and nonprofit status.

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### 1. General Principles:

EATA supports the promotion of National Associations' activities that are aligned with transactional analysis development, professional ethics, and the nonprofit mission of EATA.

Content may be published only if it:

- Is organized by an officially recognized TA national, regional or special interest TA organization that is a member of EATA (not a profit-making institute)
- Is a nonprofit activity – educational events, conferences, and projects that advance Transactional Analysis (*A nonprofit activity uses any money it earns to support its mission — e.g. fees for lecturers, venue costs, or operational support — and does not distribute profit.*)
- Adheres to the EATA Code of Ethics and respects diversity, inclusion, and professional standards

**Not eligible for publication:** for-profit events (paid workshops, private courses), commercial promotions, individual branding, or content unrelated to TA practice.

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### 2. What Can Be Published:

#### On EATA Social media (Instagram, Facebook, etc.)

- Announcements, invitations, highlights, and summaries of nonprofit events organised by National Associations
- Reposts of content from official National Association accounts — considered on a case-by-case basis and not guaranteed

- Visual materials (photos, flyers, videos) that are appropriate and respectful, and pre-authorized by the organizing association

All posts should be informative and supportive in tone, maintaining EATA's professional image.

**Maximum of 2 publications per year per National Association.**

#### **On EATA Website**

EATA maintains a Calendar of Events listing nonprofit National Association activities.

Each listing includes: event name, date, location, organizer, topic, and, if possible, a short description (max. 150 words) with a link to the association's website.

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### **3. Submission Requirements:**

National Associations should submit publication requests through the CC Chair by email at [cc-chair@eatanews.org](mailto:cc-chair@eatanews.org) at least two weeks prior to the desired publication date.

Submissions must include:

- Event name
  - Date and location
  - Organising National Association
  - Type of event (conference, workshop, etc.)
  - Short description (max. 150 words)
  - Confirmation that the event is nonprofit
  - Visuals (optional, if compliant with EATA standards)
  - Contact person and/or website
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### **4. Review and Approval:**

EATA reserves the right to review all submissions and **decide** on their suitability for publication.

EATA may edit content for clarity, length, or communication style.

If a submission is declined, EATA will provide feedback to the National Association.

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## **5. Additional Note on Ethical Standards:**

All published materials must adhere to the EATA Code of Ethics and respect diversity, inclusion, and professional standards.

Materials must not promote discrimination, political views, or commercial interests unrelated to TA practice.

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## **6. Collaboration with External TA Events or Conferences:**

EATA may occasionally receive requests to share or promote TA-related events not organized by a National Association (e.g. international conferences or cross-border collaborations) or other requests concerning the relevant National Association. These are handled on a case-by-case basis and require review and approval by the Executive Committee before any commitment is made.

Thank you for your cooperation

EATA Communication Committee

