

Social Media Policy

Reason for Developing Social Media Policy

Social media has matured and expanded. As it expands, associations have made use of social media to communicate its goals and give members a forum for discussions. As the association's use of social media grows, the association should develop and implement best practices to protect itself from legal claims.

Introduction

New England Healthcare Engineers' Society recognizes that social networking and Internet services are a common form of communications in today's environment. Social networks are online communities of people or organizations that share interests or activities and use a wide variety of Internet based technology to make the interaction more practical and widespread. The following guidelines are listed for participation in social networks.

New England Healthcare Engineers' Society policies, bylaws, and mission will form the basis for the organization's use of social media.

Policy

Social media pages, accounts and sites are provided as a service of New England Healthcare Engineers' Society. New England Healthcare Engineers' Society is not responsible for the opinions and information posted on these sites by others. New England Healthcare Engineers' Society disclaims all warranties with regard to information posted on these sites, whether posted by New England Healthcare Engineers' Society or any third party. In no event shall New England Healthcare Engineers' Society be liable for any special, indirect, or consequential damages or any damages whatsoever resulting from loss of use, data, or profits, arising out of or in connection with the use or performance of any information posted on this site.

No information or other material protected by copyright will be posted without the permission of the copyright owner. In addition, by posting material, New England Healthcare Engineers' Society is granted the nonexclusive, world-wide, transferable right and license to display, copy, publish, distribute, transmit, print, and use such information or other material in any way and in any medium, including but not limited to print or electronic form.

New England Healthcare Engineers' Society reserves the right to block any users who do not abide by these guidelines.

Procedures

- Protect the privacy of New England Healthcare Engineers' Society and its employees. Follow all privacy protection laws, i.e., HIPPA, and protect sensitive and personal information.
- Follow all copyright laws, open records laws, retention laws, fair use and financial disclosure laws and any other laws that might apply.
- Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval on public facing media.

- Do not use ethnic slurs, profanity, personal insults, or engage in any conduct that would not be acceptable in the workplace. Avoid comments or topics that may be considered objectionable or inflammatory.
- Frame any comments or responses in a respectful and positive manner. Do not argue with commenters. Be clear, but not defensive.
- Respect and maintain any confidentiality. Do not divulge or discuss proprietary information, personal details about other people or other confidential material.
- Don't attack others. The discussions on the community platforms are meant to stimulate conversation not to create contention.
- Don't post commercial messages. Contact people directly with product and service information as applicable.
- All defamatory, abusive, profane, threatening, offensive, or illegal materials are strictly prohibited and may be removed.
- Decide which platform is best for the message being conveyed. New England Healthcare Engineers' Society uses Facebook, Twitter, LinkedIn, Pinterest, SharePoint and a Web page to share information. Just sharing a link? Twitter might be best. Sharing an article with your comments? Then Facebook might be better. Want to start conversations around a topic? That is best served through LinkedIn.

References

ASAE, Legal Issues and Best Practices for Social Media by Nathan Breen

<http://www.asaecenter.org/Resources/articledetailnew.cfm?ItemNumber=179419>