

SUBJECT

The Nebraska Dietetic Association Social Networking/Media Policy

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1.0 Purpose/Intent

The Nebraska Dietetic Association recognizes that web sites such as You Tube, Facebook, Twitter, blogs, collaborative Web-based discussion forums, online publishing, and user-generated media (collectively, "social media") can be highly effective tools for sharing ideas and exchanging information of all kinds.

The Nebraska Dietetic Association is committed to using these electronic communications to promote the organization's visibility and maintain communications with current and prospective members, customers, business partners, vendors and suppliers, affiliates and subsidiaries, and the general public.

The Nebraska Dietetic Association seeks to ensure that use of such communications serves the organization's need to maintain brand identity, integrity, and reputation while minimizing actual or potential legal risks.

The Nebraska Dietetic Association therefore establishes the following policies and guidelines for communicating food and nutrition related information via social media, whether used in or outside the organization.

2.0 General Policies and Guidelines

The following policies and guidelines apply to social media, whether it is done for The Nebraska Dietetic Association on the organization's time, on a personal basis, or outside the workplace. These policies and guidelines apply to all Nebraska Dietetic Association members.

2.1 The Nebraska Dietetic Association strongly discourages members from discussing publicly any organization-related matters, whether you believe they are confidential or not, outside organization-authorized communications. Nonofficial organization communications include but are not limited to social media channels, Internet chat rooms, members' personal blogs and similar forms of online journals or diaries, personal newsletters on the Internet, and blogs on websites not affiliated with, sponsored, or maintained by The Nebraska Dietetic Association.

2.2 Members must not disclose any confidential information entrusted to them by The American Dietetic Association, The Nebraska Dietetic Association or its suppliers, clients or members.

2.3 Members must not divulge any ADA or NDA trade secrets, marketing lists, member personal account information, strategic business plans, competitor intelligence, financial information, business contracts, and other proprietary and nonpublic organization information that members can access.

2.4 Members cannot use social networks to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against other members, employment applicants, managers, officers, directors, customers, clients, vendors or suppliers, any organizations associated or doing business with The Nebraska Dietetic Association, or any members of the public, including website visitors who post comments about network contents. See policy 7.0 Discipline for Violations.

2.5 In all instances, members are personally responsible for their postings to social media sites and must always comply with related policies set forth by the Nebraska Dietetic Association.

3.0 Organization Social Network Sites

The Nebraska Dietetic Association -authorized, -sponsored, or -affiliated blogs or other social media sites are used to: engage membership and potential members; obtain feedback, exchange ideas or trade insights about industry trends; reach out to potential new markets; provide sales and marketing support to raise awareness of The Nebraska Dietetic Association's brand; respond to breaking news or negative publicity; brainstorm with members and customers; and discuss member-only events and community events.

All such Nebraska Dietetic Association-related social media channels, whether on external websites, websites of subsidiaries or affiliates, or otherwise, are subject to the following policies and guidelines, in addition to policies and guidelines set out in section 2 above.

3.1 Only members designated and authorized by The Nebraska Dietetic Association can add, delete, edit, or otherwise modify content on the Nebraska Dietetic Association social media channels, including any business unit or department social network channel located on The Nebraska Dietetic Association website. Members must receive approval from the NDA social media committee or communication/technology chairs before information is posted on any NDA social media networking site.

3.2 NDA members that maintain social media sites are responsible for ensuring that the channels conform to all applicable organizational policies and guidelines on social media. Elected officials are authorized to remove immediately and without advance warning any illegal or otherwise nonconforming content, including offensive content such as pornography, obscenities, profanity, and racial or ethnic epithets.

3.3 Members who want to post comments in response to content on The Nebraska Dietetic Association's social network sites must identify themselves by name and as members. All comments will be screened by the NDA social media committee. Inappropriate comments or material will not be posted and those individuals will be contacted by the NDA social media committee.

3.4 Any member wishing to engage or authorize a third party social networking site to communicate to Nebraska Dietetic Association members or the community on behalf of The Nebraska Dietetic Association or use The Nebraska Dietetic Association's name or marks must first obtain approval from the NDA social media committee. The member is responsible for ensuring that the third party has been informed of The Nebraska Dietetic Association's policies and policies regarding use of our marks and that there is a written agreement in place with the third party which has been reviewed and approved.

4.0 Personal Social Media

The following policies and guidelines, in addition to policies and guidelines set out above, apply to personal social network sites.

4.1 Members who maintain personal social media accounts or websites and choose to identify themselves as members of The Nebraska Dietetic Association must state explicitly, clearly, and in a prominent place on the site that views expressed in their social network sites are members' own and not those of The Nebraska Dietetic Association or of any person or organization affiliated or doing business with The Nebraska Dietetic Association.

4.2 The Nebraska Dietetic Association respects members' right to express personal opinions in personal social media and understands that members may use their personal social media accounts for political purposes, organizing, or other lawful purposes that do not violate the policies and guidelines contained herein.

4.3 Members cannot use The Nebraska Dietetic Association's logo or trademarks or the name or logo unless approved by the social media committee.

4.4 Members cannot post on their own or others' personal social media accounts the Nebraska Dietetic Association's copyrighted information or organization-issued documents bearing the Nebraska Dietetic Association's name, trademark, or logo.

4.5 Members cannot post on their own or others' personal social media accounts photographs of organization events, other members or organization representatives engaged in The Nebraska Dietetic Association's business unless verbal permission has been granted.

4.6 Members cannot advertise or sell organization products or services via their own or others' personal social media accounts.

5.0 Organizational Monitoring

The Nebraska Dietetic Association cautions that members should have no expectation of privacy while using organization equipment and facilities for any purpose, including social networking. The Nebraska Dietetic Association reserves the right to use content management tools to monitor, review, and block-ban content on organization social network sites that violates the Nebraska Dietetic Association social networking policies and guidelines.

6.0 Reporting Violations

The Nebraska Dietetic Association requests members to report violations of the organization's social media policies and guidelines, customers' or members' complaints about social network site content, or perceived misconduct or possible unlawful activity related to social media, including security breaches, misappropriation or theft of proprietary business information, and trademark infringement. Members can report actual or perceived violations to The Nebraska Dietetic Association.

7.0 Discipline for Violations

The Nebraska Dietetic Association investigates and responds to all reports of violations of The Nebraska Dietetic Association's social media policies and guidelines or related organization policies or guidelines. The Nebraska Dietetic Association reserves the right to discipline members. Appropriate action will be taken based on findings.

In summary, some examples do's and don'ts of social networking posting:

DO:

Be professional by following the guidelines detailed in this policy. As a Registered Dietitian, you represent both the American Dietetic Association, its affiliates and our mission.

Be authentic, truthful and tactful in your postings. Provide a link or reference for any information you are citing.

Correct mistakes promptly and acknowledge them.

Always allow comments on your public content, with the exception of spammers and blatant marketers.

Exercise full disclosure. When you mention The Nebraska Dietetic Association, identify yourself as a member.

Respect copyright. Do not post any images or other content from another source unless you are sure it is in the public domain or that the owner has granted permission.

Share your enthusiasm and positive comments about food and nutrition and the excellent services the Nebraska Dietetic Association provides.

Always adhere to HIPAA privacy rules regardless of the communication media.

Include a statement identifying that these are your own thoughts and not necessarily representative of the organization. For example: "This blog or social media channel solely reflects my views and not the views of The American Dietetic Association or The Nebraska Dietetic Association.

DON'T:

NEVER post any information, photos or identifiable content about current patients in your care.

Do not post material that is harassing, obscene, defamatory, libelous, threatening, hateful, or embarrassing to any person or entity.

Do not post words, jokes, or comments based on an individual's gender, sexual orientation, race, ethnicity, age, or religion.

Do not complain about your work, coworkers, patients or organizational policies.

Do not disparage competitors.

Never plagiarize and never post information you know is inaccurate.

TIPS:

Be personal. Write as “I.” Let people know about who you are.

Be clear. If you blog, state the purpose of your blog upfront.

Be relevant. Keep your posts and comments focused on the topic.

Be credible. Write about what you know and support it with references and/or examples.

Be responsive. Has someone posted a question for you? Follow up.

Do not restrict access to your blog by specific individuals or groups.

Do not self censor by removing posts or comments once they are published unless they are inappropriate under these guidelines.

Contributing to a professional blog is an excellent way to build your reputation and support our organization’s goals. Update your content and respond to comments or questions on a regular basis.