



TAANA'S SOCIAL MEDIA POLICY

The American Association of Nurse Attorneys (TAANA) wants to engage in social media as a means of serving the needs of its members, marketing the association and its benefits, and public communication. Social media offers an important and developing means for TAANA to communicate and share information. TAANA supports reasonable and professional use of social media to increase member engagement, enhance TAANA's public profile, enhance TAANA's mission and improve access to information about TAANA. However, TAANA recognizes the use of social media may not be appropriate for all information or images. The TAANA Board of Directors has adopted this **policy** to govern the use of social media so that communication via social media outlets will reflect positively on TAANA's image and be in its members' best interest. The social media outlets used will be limited to the "business" or "professional" option with necessary privacy and security selections to protect the accessibility and privacy of its content. The content TAANA communicates via social media shall not be utilized for personal or individual purposes or shared, rented or sold to any third parties. Consideration of context and potential out of context implications shall be given serious consideration prior to the posting of any content, images or use of names and or personal identifying information.

The current Board of Directors' Corresponding Secretary will be responsible for receiving and reviewing submitted postings from the membership and interested parties as well as being responsible for posting the information or images to the social media and working with the Executive Director and office staff, if appropriate.

SCOPE

Consider that any commentary or posting may be viewed as being representative of, sponsored by, approved of and or affiliated with TAANA. This **policy** does not apply to a member or interested party's use of social networking or social media that is unrelated to TAANA.

For the purposes of this **policy**, "social media" means websites or other forms of electronic communication or networking media that may permit interaction and communication, including but not limited to online posting, commentary and publication, also known as "social networking," among users. Some examples of social media include, but are not limited to, personal and professional websites, e-mail websites, blogs, chat rooms, listserves, bulletin boards, networking websites, such as Facebook, Friendster, LinkedIn, Twitter and My Space, photo-sharing websites such as Flickr, MobileMe, Zoomr and Photobucket, and video-sharing websites, such as YouTube.

POLICY

All TAANA members, administrators and interested parties [hereinafter referred to as TAANA Social Media Participants or "Participant(s)"] creating, maintaining or using a TAANA Social Media presence, using social networking or social media, are expected to do so responsibly, professionally, ethically, and lawfully, and in accordance with this **policy**.

Establishing and Administering TAANA's Social Media

Prior to the establishment of each social media participation or presence, the Board of Directors, in collaboration with the Executive Director, if appropriate, will assess, determine and approve the objectives and purposes of the proposed social media venues. The Participant proposing the social media venue must create and submit to Corresponding Secretary and Executive Director, if applicable, a written plan for the social media presence, to include: (a) the social media tools it desires to use, (b) the objective of such use, (c) the usage guidelines for TAANA members and interested parties, (d) the proposed oversight mechanism in addition to monitoring by the Corresponding Secretary or Executive Director, if applicable, and (e) the plan for generating regular and relevant content. The Corresponding Secretary or Executive Director, if applicable, must establish the page or account for the TAANA social media presence, giving administrator rights to Corresponding Secretary, Executive Director and/or the President.

Any TAANA social media posting must clearly and conspicuously indicate its affiliation with TAANA and must contain direct links back to TAANA's website in a manner prescribed by the Corresponding Secretary and or Executive Director, if applicable.

An approved social media may incorporate TAANA's name and or logo into its name or title. Usage of TAANA's name or logo shall comply with any usage guidelines provided in TAANA's By-Laws or Polices and Procedures.

TAANA reserves the right to remove any content deemed inappropriate or not in keeping with this **policy**. All Participants parties are responsible for complying with these guidelines.

Using Social Media

Participants are expected to use good judgment and common sense when using social media in ways that pertain, concern or relate to TAANA and its members. The following content standards apply to any TAANA social media:

1. Content posted to a TAANA social media should be relevant to TAANA's. Content should assist in providing resources, education and leadership to its members and the healthcare and legal communities.
 - a. To promote and enhance TAANA and the profession of the nurse attorney
 - b. To provide educational programs, products and services to members, chapters and the public
 - c. To facilitate communication, collaboration and leadership among members
 - d. To serve as a resource for the healthcare and legal communities
2. Content must be of professional quality and must be carefully considered. All statements must be true to the best of the Participant's knowledge and not misleading. Private information about posters or others is prohibited. Content must adhere to all statutory prescriptions and Rules of Professional Conduct, including but not limited to laws and rules governing the privacy of individuals and confidential information of clients. No TAANA social media shall contain material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity or TAANA.
3. Unless otherwise approved by TAANA and or the Executive Director, if applicable, social media shall be purely informational and shall not permit the posting of comments or "wall posts" by anyone other than the Corresponding Secretary, President, Program Committee Chair or Executive Director, if

applicable, without advance approval. No member shall establish a “group” page on Facebook, to which comments could be posted; however, TAANA may establish an official “group page” on which only the Corresponding Secretary, President, Program Committee Chair and or Executive Director, if applicable, may post content.

4. In the event that TAANA approves the creation and use of an interactive TAANA social media (i.e., a social media presence to which external comments may be published), the social media shall state prominently on its “page”:

“TAANA’s use of external social media tools is provided as a member and public service. TAANA disclaims liability for external content or comments (including, but not limited to, ads, videos, and promoted content) that are written, created posted or published by any person other than TAANA. Any such external content or comments constitute the speech of persons other than TAANA, and the responsibility for such external content or comments rests solely and exclusively with persons providing them. Any inclusion of external content or comments does not imply endorsement by TAANA. TAANA reserves the right and may choose to reprint comments/materials placed on the social media web sites to other media. TAANA has the right, but not necessarily the obligation, to remove comments/materials from social media tools when those comments/materials, in TAANA’s sole discretion, are:

- Potentially libelous
- Obscene or sexually explicit comments
- Hateful or mean-spirited
- Personal attacks, insults, profane, name-calling, or threatening language
- Plagiarized material or material that potentially violates intellectual property rights
- Private, personal information published without consent
- Commercial promotions or spam
- Off topic or that link to material that is off topic
- Embedded images from external sources
- Violate any law or promote the violation of any law
- Encourage or constitute prohibited discriminatory or harassing conduct
- Made by a person masquerading as someone else

In addition, TAANA reserves the right to terminate a person's ability to post comments/materials or otherwise participate in its social media tools when the person has repeatedly posted any of the above listed inappropriate comments/materials.”

5. No Participants shall post content to TAANA’s social media, or conduct any activity in connection with a TAANA’s social media, that fails to conform to all applicable state and federal laws.
 - a. Without limitation, this includes compliance with copyright law by ensuring that the TAANA has permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others. Any copyrighted or borrowed material must be identified with appropriate citations and links, giving credit to the original publisher or author.
 - b. Without limitation, this includes antitrust laws. No content shall encourage or facilitate agreements between TAANA members of different firms concerning the following, as they pertain to legal services: prices, discounts, or terms or conditions of sale; salaries; profits, profit margins, or cost data; market shares, sales territories, or markets; allocation of customers or suppliers; or any other term or condition related to competition.

6. No TAANA social media shall contain confidential or non-public proprietary information of or about TAANA.
7. Content must comply with the applicable rules and terms of use of the social network or social media page to the extent not inconsistent with this **policy**.

Media Inquiries

Social media postings may generate media coverage. If a member of the media contacts a member or interested party about a TAANA Social Media, that contact should be referred to the Corresponding Secretary or Executive Director.

Enforcement

If TAANA determines a particular social media presence, or a posting thereto, to be inappropriate, the Corresponding Secretary or Executive Director, if applicable, shall take necessary steps to enforce this **policy** as deemed appropriate. Participants failing to comply with this **policy** may forfeit the right to participate in social media activities sponsored by, administered by, approved by, or affiliated with TAANA. Moreover, nothing in this **policy** alters, derogates from, or otherwise affects TAANA's members' (a) legal obligations under civil or criminal law or (b) ethical and professional obligations under the Rules of Professional Conduct.

Risk Management and Loss Prevention

TAANA maintains liability insurance.

Changes

TAANA may amend this **policy** at any time and from time to time, and all Participants and TAANA social media sites must conform to this Policy as so amended. No vested rights are granted by the Policy to anyone.

**Acknowledgement is made to the contributions of Alan Goldberg, Esq. and Randi Kopf, RN, MS, JD to this Social Media Policy.*

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