

**DISTRICT OF COLUMBIA METRO AREA DIETETICS ASSOCIATION;
AFFILIATE OF THE ACADEMY OF NUTRITION AND DIETETICS
APPROVED JANUARY 21, 2014**

Social Media Policy

(Adapted from the Colorado Academy of Nutrition and Dietetics Social Media Policy 2012)

1.0 PURPOSE/INTENT

2.0 GENERAL POLICIES and GUIDELINES

3.0 ORGANIZATION SOCIAL NETWORK SITES

4.0 ORGANIZATIONAL MONITORING

5.0 REPORTING VIOLATIONS

6.0 DISCIPLINE FOR VIOLATIONS

1.0 Purpose/Intent

The District of Columbia Metropolitan Area Dietetics Association of the Academy of Nutrition and Dietetics (DCMADA) 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.

DCMADA is committed to using some of these electronic communications to promote the organization’s visibility and maintain communications with current and prospective members, business partners, vendors and suppliers, affiliates and subsidiaries, and the general public.

DCMADA 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.

Therefore, DCMADA establishes the following policies and guidelines for communicating food and nutrition related information via social media.

2.0 General Policies and Guidelines

The following policies and guidelines apply to social media. This would include social media use done on behalf of DCMADA, within personal business or outside of the workplace setting. These policies and guidelines apply to all DCMADA members.

2.0 DCMADA 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. Non-official organization communications channels 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 by, or maintained by DCMADA. In all instances, members are personally responsible for their postings to social media sites and must always comply with related policies set forth by DCMADA.

2.1 Members must not disclose any confidential information entrusted to them by The Academy of Nutrition and Dietetics (the Academy), DCMADA, or its suppliers, clients or members.

2.2 Members must not divulge any Academy or DCMADA 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.

**DISTRICT OF COLUMBIA METRO AREA DIETETICS ASSOCIATION;
AFFILIATE OF THE ACADEMY OF NUTRITION AND DIETETICS
APPROVED JANUARY 21, 2014**

2.3 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 DCMADA, or any members of the public, including website visitors who post comments about network contents. See policy 7.0 Discipline for Violations.

2.4 Members who maintain personal social media accounts or websites and choose to identify themselves as members of DCMADA 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 DCMADA or of any person or organization affiliated or doing business with DCMADA.

2.5 Members cannot post on their own or others' personal social media accounts DCMADA's copyrighted information or organization-issued documents bearing the DCMADA name, trademark, or logo unless approved by the Information Technology Committee or Social Media Coordinator.

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

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

3.0 Organization Social Network Sites

DCMADA -authorized, -sponsored, or -affiliated 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 marketing support to raise awareness of DCMADA's brand; respond to breaking news or negative publicity; brainstorm with members; and discuss member-only events and community events.

All such DCMADA-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 DCMADA can add, delete, edit, or otherwise modify content on the DCMADA social media channels, including any business unit or department social network channel located on the DCMADA website. Members must receive approval from the DCMADA Information Technology Committee or Social Media Coordinator before information is posted on any DCMADA social media networking site.

3.2 Members that wish to have content added to the DCMADA website or other social media outlets must submit the content to the Information Technology Committee or Social Media Coordinator to be approved. Content will then be posted by the appropriate board member.

3.3 DCMADA 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.

3.4 All comments posted in response to content on the DCMADA's social network sites will be screened by the DCMADA Information Technology Committee or Social Media Coordinator. Inappropriate comments or material will not be posted. Individuals making inappropriate posts will be contacted by the DCMADA Information Technology Committee or Social Media Coordinator.

**DISTRICT OF COLUMBIA METRO AREA DIETETICS ASSOCIATION;
AFFILIATE OF THE ACADEMY OF NUTRITION AND DIETETICS
APPROVED JANUARY 21, 2014**

3.5 Any member wishing to engage or authorize a third party social networking site to communicate to DCMADA members or the community on behalf of the DCMADA or use The Association's name or logo must first obtain approval from the DCMADA Information Technology Committee or Social Media Coordinator. The member is responsible for ensuring that the third party has been informed of DCMADA's policies regarding use of our logo and that there is a written agreement in place with the third party which has been reviewed and approved.

4.0 Organizational Monitoring

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

5.0 Reporting Violations

DCMADA requests that members report violations of the organization's social media policies and guidelines, 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 DCMADA Social Media Coordinator and/or Communications Chair.

6.0 Discipline for Violations

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

**DISTRICT OF COLUMBIA METRO AREA DIETETICS ASSOCIATION;
AFFILIATE OF THE ACADEMY OF NUTRITION AND DIETETICS
APPROVED JANUARY 21, 2014**

The following are example advisements of social network posts:

DO:

- Be professional by following the guidelines detailed in this policy. As a Registered Dietitian, you represent the Academy of Nutrition and Dietetics as well as its affiliates.
- 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 DCMADA, 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 service and resource that DCMADA 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 Academy of Nutrition and Dietetics or DCMADA."

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.
- Never post information you know is inaccurate.

TIPS:

- Be personal. Write as "I." Let people know about who you are.
- Be clear. State the purpose of your social media accounts.
- 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 social media sites 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 and consistent basis.