



Social Media Policy and Guidelines

Guiding Principles

Platforms for online collaboration are changing the way we conduct ourselves, offering new ways to engage with members, sponsors, and the world at large. Twitter and LinkedIn are outlets to help our members build stronger, more successful professional relationships. It is also a way to take part in global conversations related to the healthcare industry.

- MDHFMA believes in empowerment and instills trust in its social media committee members to post responsibly on behalf of the MDHFMA and adhere to all policies.
- MDHFMA encourages the use of Twitter, understanding that member participation in social networking is an opportunity that must be taken seriously.
- Be sure all content associated with MDHFMA is consistent with their values and professional standards.
- Be judicious with the content you choose to tweet, post, or share. Once it's out there, assume it can't be taken back.

Demeanor

- **Speak respectfully about MDHFMA members, sponsors, speakers, and authors.** Do not engage in name calling or behavior that will reflect negatively on MDHFMA's reputation. Do not engage in personal attacks or use foul language, issue unfounded or derogatory statements, or make misrepresentations about MDHFMA, members, businesses, or individuals.
- **Protect MDHFMA's reputation.** Never post anything that could be perceived as, or is, a conflict of interest for HCHFMA. Despite disclaimers, your web interaction can result in members of the public forming opinions about MDHFMA and its members. Any personal videos or pictures you post should be in good taste and support a positive personal/MDHFMA brand.
- **Write what you know.** MDHFMA encourages you to write knowledgeably, accurately, and using appropriate professionalism. Make sure you write and post about healthcare related items. Always cite sources and provide links when possible and appropriate.
- **Do not commit MDHFMA to take any action** without the appropriate authorization to do so.



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Legal Liabilities

- **Do not upload/download/post copyrighted material** (video, music, text, photographs, etc.) belonging to MDHFMA or third parties without consent. Respect the intellectual and property rights of others. Personnel should assume that all information retrieved from the internet is copyrighted. Copying, sending, or receiving trademarked materials, copyrighted materials, trade secrets, proprietary information, or other similarly sensitive materials, such as documents, graphics, video clips, audio clips, or third-party software, without the express written permission of the owner or the proper license is prohibited. Do not assume because it's on the web, it's free to use. Where appropriate, reference and cite sources.
- **Do not provide professional advice of any kind.** If there is any chance that a comment you are planning to make in a posting could be incorrectly construed as professional advice, include an appropriate disclaimer or refrain entirely.
- **Recognize that you are legally liable for anything you write or present online.**
- **Comply with the site's terms of use.** Anyone participating in a social network for any reason is responsible for reading, understanding, and complying with each site's terms of use.