

Society of Gastroenterology Nurses and Associates, Inc.	
<i>Board Policy & Administrative Procedure Manual</i>	Policy No: O-01 Page: 1 of 3 Effective Date: 07/13 Revision Date: 2/16 Review Date: 2/16
Subject: Social Media Policies and Guidelines	
Review Responsibility: Social Media Committee	

Policy Statement:

SGNA shall use social media as an opportunity to meet the mission of the organization in advancing the practice of GI/endoscopy nursing by increasing our position as a thought-leader with industry partners, alliances and other healthcare professionals. Social media provides SGNA with a valuable communication platform to inform the greater GI/endoscopy community about SGNA strategic objectives and programs that will advance the profession.

Focus:

Primary: SGNA Headquarters, Social Media Community
Secondary: SGNA members, Board of Directors

Purpose:

To outline best practices and policies that will guide SGNA as the organization participates in social media spaces and channels.

Best Practices and Guidelines

1. Posting:
 - 1.1 Only SGNA staff and designated volunteer members can use social media to speak on behalf of SGNA. SGNA posts should not be posted from personal social media profiles. Each social media community has a designated administrator and is overseen by the SGNA community manager. Posting approval is not required for these administrators.
2. Monitoring:
 - 2.1 Social media community administrators should monitor communities daily to ensure that any SPAM or sales related posts are removed in a timely fashion, and that any comments or messages requiring a response are attended to promptly.
3. Response:
 - 3.1 If a question is posted on a social media channel, the SGNA community administrator or staff member should make every effort to respond to the inquiry within 24 hours. If the question is content-specific, the inquiry should be referred to an appropriate subject matter expert and the inquirer should be advised that an answer will be forthcoming. If an issue is sensitive in nature, the SGNA community manager should engage the executive director and marketing staff as part of SGNA's crisis communications protocol.
4. Connections:
 - 4.1 SGNA community administrators and staff should use discretion when accepting connection requests on social media channels. Staff and volunteers representing SGNA are not obligated to connect or participate in groups on their personal

networks.

- 4.2 When doing outreach through SGNA social media channels (liking other pages, following Twitter accounts, etc.), every effort should be made to ensure that the organization or individual being reached out to is aligned with SGNA and its mission.
- 4.3 It is worthwhile to seek out event speakers and partner organizations on social media in order to collaborate on mutually beneficial issues and promotions.
5. Frequency:
 - 5.1 Content should be posted frequently enough to keep followers engaged and active, but not too often to become overwhelming or obnoxious to the community.
 - 5.1.1 Frequency guidelines:
 - 5.1.1.1 Twitter: Posting several times a day is acceptable, but posters should refrain from repeating the same content or posting several times within a short time period (unless participating in a Twitter chat or other real time conversation).
 - 5.1.1.2 Facebook: Daily posts and shares are optimal but posting three times a week will show consistent activity and engagement.
 - 5.1.1.3 Blogs: Posting at least once a week is recommended, but it is more important to feature quality posts that encourage discussion. The blog or forum coordinator should maintain an editorial calendar and share the schedule with the social media team.
6. Content:
 - 6.1 Content should seek to engage users, rather than simply broadcast the organization's promotions. Following SGNA's plan, postings should be applicable to our target audience (but not exclusionary) and feature "hard" news and relevant content. Existing content owned by SGNA will be repurposed as appropriate for social media outposts. SGNA encourages community administrators and staff to repost information or respond to followers to encourage interaction on social media channels.
7. Responding to Negative Posts:
 - 7.1 SGNA community administrators should use good judgment when deciding if and how to best respond to negative comments. In general, negative comments (unless they are offensive or violate privacy laws) should not be removed. If a response is required, the SGNA community administrator should respond to the comment or inquiry within 24 hours. If the question is content-specific, the inquiry should be referred to an appropriate subject matter expert and the inquirer should be advised that an answer will be forthcoming. If an administrator is uncertain of a response, the community manager and/or executive director should be consulted.
8. Social Media Group Administration
 - 8.1 Administrative or moderator rights to SGNA social media platforms will be granted to staff or volunteers at the organization's discretion. Administrators and moderators are expected to abide by the code of conduct outlined in this document. Status may be revoked by the community manager or executive director.
9. Social Media Passwords
 - 9.1 Password and login credentials on all social media channels are to be managed by the SGNA community manager. This information will be shared with staff or volunteer community administrators or those asked to post for a specific event, campaign or announcement. Passwords should be changed periodically to avoid being compromised. When a password is changed, it is the responsibility of the community administrator or community manager to notify others. The SGNA

community manager will maintain a document containing all passwords.

10. Prohibited Content

10.1 Confidential/Proprietary: Any confidential or proprietary information of SGNA should not be shared on social media platforms. This includes, but is not limited to, financial information, organization strategy or official announcements yet to be made (embargoed information).

10.2 Copyrighted Information: Photos and content that SGNA does not own may be shared but should not be shared or copied without proper acknowledgement. Third party copyrighted content should not be posted without written or legal permission. Administrators can refer directly to copyrighted material on websites or social media profiles that belong to the copyright holder.

10.3 Personal Information: It is not advised to share any personal or contact information. If a volunteer or staff member chooses to do so, it is at their own discretion.

11. Disclaimers - The following are proposed disclaimer messages to protect SGNA in the social media space.

11.1 Facebook and Twitter:

11.1.1 The purpose of this Facebook/Twitter page is to actively share information and engage in conversations around issues related to gastroenterology and endoscopy healthcare delivery. SGNA welcomes and encourages participation in discussions. However, we also reserve the right to remove inappropriate or offensive posts, along with those that may violate patient privacy laws. We ask you to use the following guidelines:

11.1.1.1 Please do not use offensive or hurtful language. Be respectful of other points of view, even if they differ from your own.

11.1.1.2 Do not mention names of patients, doctors or colleagues. All HIPPA regulations must be followed.

11.1.1.3 Refrain from posting self-promotional products or services.

11.1.2 SGNA intends to share information that is useful to professionals in healthcare with specific interest in gastroenterology and endoscopy. Content should not substitute for medical advice. If you are concerned about your health or have medical questions, please consult with your healthcare provider regarding your individual situation.

11.1.3 The information shared on the SGNA page contains personal opinions and views of individuals. It is not necessarily condoned, approved or reflective of the official views of the SGNA. SGNA reserves the right to remove inappropriate or offensive posts, along with those that may violate privacy guidelines.

11.2 Blog:

11.2.1 Please note that this blog is intended to share information that is useful to gastroenterological and endoscopy healthcare professionals. Content should not substitute for medical advice. If you are concerned about your health or have medical questions, please consult with your health care provider regarding your individual situation.

11.2.2 The information shared on this forum contains personal opinions and views of individuals. It is not necessarily condoned, approved or reflective of the official views of the SGNA. SGNA reserves the right to remove inappropriate or offensive posts, along with those that may violate privacy guidelines.