



HEALTHIER WORKPLACES | A HEALTHIER WORLD

Social Media Guidelines

Approved May 2017; Revised July 2017

Background

Social media is very much about people consolidating existing contacts and developing new ones by demonstrating their professional expertise. This can be done via groups, answers, status updates, or individual messages.

Whichever method you use (Twitter, Facebook, LinkedIn, etc.) your postings should always be of interest, be timely and demonstrate your professional knowledge. Social media is a two-way medium and you should be ready and able to respond to any questions or direct messages.

The content that you post should be professional in tone and grammatically correct. Communicate with your contacts as you would communicate with them in any other professional context, be that by email, telephone, or in person.

General Guidelines

AIHA's goal in adopting this policy is to encourage responsible engagement and communication with our public. In general, AIHA asks that all subject matter experts (SMEs) engaging in social media activities follow these guiding principles:

1. **Common Sense and Sound Judgment.** Remember that what you post online, whether in a blog, on a social networking site, in the comments section of a website, is both public and permanent. Be professional, avoid confrontations, and present a positive image of yourself and AIHA.
2. **Transparency.** If speaking about AIHA, identify yourself and your affiliation with AIHA. Make sure your audience knows when you're speaking for yourself, and when you're speaking on behalf of AIHA.
3. **Respect.** Social media postings should be meaningful and respectful – in other words, nothing you wouldn't want published next to your name or AIHA's name on the front page of the *New York Times*.
4. **Discretion.** Through your work with AIHA, you have access to information that is sensitive, confidential or otherwise private. It is your responsibility to maintain the confidentiality of this information. Respect and comply with all applicable AIHA policies. When speaking about colleagues, collaborators, competitors, and fellow AIHA members, keep your posts professional in tone and content.
5. **Expertise.** SMEs are thought leaders in their fields, and AIHA encourages you to share your knowledge with the public. When engaging in social media, write about what you know, while acknowledging the limits of your knowledge.
6. **Accuracy.** Strive for accuracy in all that you post, including ensuring the accuracy of any third-party content to which you link. If you make a mistake, acknowledge and



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correct it as soon as you realize it. If someone else catches your error first, respond quickly and graciously. As a general rule, if you correct a previous post or modify a link, it is considered good practice to include a note that you have done so.

7. **Sociability.** Share content, ask questions, and comment on what others are saying. Be yourself and feel free to say what is on your mind in a way that adds value to the conversation. Speak in third person, using a conversational tone.

Social Media Activities of SMEs

Overall approach: SMEs serve as important spokespeople for AIHA. Therefore, their social media activities have implications for AIHA's brand and reputation, and also have the potential to help further its objectives.

Standards and best practices:

- **Identify yourself and disclose your AIHA affiliation:** For example: Michael Rosenow, MPH, CIH, CSP, AIHA Director
- **Guidance for expressing opinions:** SMEs should keep in mind the same general guidance for expressing opinions on social media channels as they use for media interviews and speaking engagements. Avoid expressing opinions that directly contradict official AIHA positions.
- **Coordinate with AIHA marketing and communications staff:** The AIHA communications staff should be informed of any social media activities you engage in, so that AIHA staff can coordinate with you as appropriate (e.g., cross-linking to a LinkedIn post or blog comment). When in doubt, contact Susan Marchese at 703-846-0742, smarchese@aiha.org, Director of AIHA's marketing and communications department for guidance.