

Social Media Policy



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The purpose of the social media policy is to establish guidelines that promote professionalism, safeguard member privacy, maintain organizational integrity, and ensure consistent, positive representation of APIC-DFW across all social media platforms.

I. Introduction

APIC-DFW recognizes the critical role of leveraging Social Media for creating positive exposure and maximizing current and potential member engagement. The Historian, in their capacity, is entrusted with the responsibility of promoting the vision and mission of the Chapter to the community, various strategic partners, and members. The Chapter website will serve as a hub for delivering relevant and current information and networking opportunities to chapter members. To that end, all social media platforms & the APIC-DFW website should be embraced and utilized with guidelines set forth by the APIC-DFW board, as outlined in the following social media guidelines.

II. Definitions and Concepts

Social Media	Online platforms and communication channels that enable users to create, share, and interact with content in various forms, including text, images, and videos, fostering engagement and connection within the APIC DFW community. (e.g., Facebook, Twitter, Instagram)
Social media management platform	A centralized tool used to schedule, monitor, and analyze social media content, streamlining the management of APIC DFW's online presence across multiple platforms.
Chapter website	Official online platform for APIC DFW, serving as a centralized hub for information, resources, and communication related to the organization's activities, events, and member engagement.

III. Values & Vision

The Vision of APIC DFW, which aims to be recognized as the leader in infection prevention and control by both the healthcare community and the public we serve, is guided by shared values that we uphold as an organization. The use of social media will help increase consumer engagement with APIC by utilizing all approved social media platforms & chapter website as communication and educational tools while also enhancing educational and training resources.

IV. Responsibilities and Accountabilities

The Historian holds the primary responsibility for managing all official social media accounts. The Historian may also accept volunteers who are members of APIC DFW to assist with social media activities, subject to the permission of the APIC DFW Board.

The Historian and any approved volunteers are responsible for the security of passwords and the upkeep of these accounts. Historian may grant access to other committee members to social media management platforms in order to curate and post content. Access is granted as needed and only following approval from the APIC DFW board. Members granted access to post or create content in an official capacity must agree to adhere to these guidelines. Access may be revoked by the Historian and/or the Board at any time.

V. Posting Guidelines

- Avoid sharing or liking extremely opinionated viewpoints (e.g., political leanings or thoughts on controversial topics). Expressing these opinions is not appropriate when working in the capacity of the Historian or a volunteer.
- Posting embarrassing, revealing, or negative photos of members should be avoided at all costs.
- When sharing photos of members on APIC DFW's social media platforms, whenever possible, it is expected that express consent be obtained from the individuals featured in the images. The organization will prioritize respecting the privacy and preferences of its members. Additionally, members are encouraged to inform the organization of any specific preferences or restrictions regarding the use of their images on social media. This practice ensures a respectful and considerate approach to sharing visual content within our community.

Tone of Voice and Attitude:

- Maintain professionalism in postings.
- Avoid bad-mouthing other members/committees.
- Maintain a positive tone and attitude.
- Avoid using vulgar language and making derogatory remarks.
- Reserve confidential discussions for private message threads or other private venues.
- Proofread all communications before sending, as poor spelling, punctuation, grammar, and word choice can reflect poorly upon APIC DFW.

Being a Responsible User:

- Log out of all your social networks when finished using them, especially when using a computer or mobile device that isn't yours.

- Remember that everything posted online lives on the Internet permanently and may be available for public viewing.
- Don't feel compelled to respond to messages or queries from people you don't know.
- Before posting on others' profiles or walls, or tagging them in your own posts, consider how your actions and/or statements may be perceived and if they may potentially cast friends in a negative light or embarrass them.
- Endorsement of Commercial Products or Services: APIC DFW maintains a commitment to impartiality and integrity in all communications. The organization does not endorse any commercial products or services on its social media platforms. While expressions of appreciation for corporate support are encouraged, such acknowledgments should not be construed as endorsements.

VI. Monitoring

Consistently monitor social media. The key to social media success is to stay on top of your sites. Any social media site will require monitoring. Encourage discussion by posting quality content and questions. Quickly address any inappropriate messages or misuse, which includes spam, advertising, offensive statements, inaccurate information, foul language, or unconstructive criticism of APIC DFW or anyone in the community.

VII. Security & Passwords

Passwords to all social media platforms should be reset annually or when a different member assumes the role of Historian. A spreadsheet should be kept that details which members, including volunteers, have been given administrator rights to the different social media platforms and the website. Maintenance of the spreadsheet will be the responsibility of the Historian.

VIII. Goals

Historian will develop goals for social media engagement using analytical reports of social media management platform and regularly present data to board through assigned board member liaison.