

AHLA SOCIAL MEDIA POLICY

Social media – such as Twitter, Facebook, blogs and Wikis -- deliver content to a large number of people in an instant. The immediacy of the medium provides great opportunity, as well as risk, to both the media administrator and the user. This document provides rules and best practices regarding the use of AHLA social media. AHLA reserves the right to remove content for any reason from any AHLA social media, including content deemed not to comply with this policy.

Requirements for Using AHLA Social Media

Anyone who posts to any social media that is created, maintained or endorsed by AHLA agrees to comply with the following requirements:

- To not violate any applicable laws and regulations.
- To not transmit material that is unlawful, disruptive, threatening, abusive, harassing, knowingly false, or that otherwise inappropriately reflects in a negative way the reputation of AHLA.
- To not knowingly create or forward a communication that contains a computer virus.
- To not engage in political lobbying through any AHLA social media site.
- To follow relevant AHLA Publication Guidelines for information that the users "publish" online through AHLA social media.

Best Practices for use of Social Media

These basic "rules of thumb" are useful guidance for AHLA users in their use of AHLA social media.

- Always identify yourself and your affiliation.
- Be respectful and professional.
- Be accurate and factual in your communications through social media.
- Assume you will be personally liable for everything you do through social media. For example, you may be held personally liable for defamation.
- Assume nothing is confidential. Most postings using social media can be accessed by or forwarded to others.
- Limit your communication through social media to items that would be appropriate for any business colleague to read or see.
- Use disclaimers when appropriate (e.g., "This does not express the views of my employer, General Hospital").
- Disclose conflicts of interest.
- Do not share confidential or proprietary information without authorization.
- Do not state or imply that your communication is approved or endorsed by AHLA (unless it actually is).