

<b>Title:</b> Social Media Policy	<b>Number:</b>
<b>Cross Reference:</b>	
<b>Approved by:</b> San Antonio ENA Board of Directors	<b>Origination Date:</b> 12/12/2023
<b>Revised by:</b>	<b>Approval Date:</b> 1/31/2024
	<b>Revision Date:</b>

**I. PURPOSE:**

The San Antonio Emergency Nurses Association (SAENA) recognizes that the internet provides unique opportunities to participate in interactive discussions and share information using social media. However, use of social media by SAENA’s directors, officers, and employees (collectively, “SAENA representatives”) can pose risks to SAENA’s confidential and proprietary information, reputation, and brands; can expose the organization to discrimination and harassment claims; and can jeopardize the organization’s compliance with business rules and laws, including SAENA’s status as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code.

To minimize these business and legal risks and to ensure respectful and productive dialogue, SAENA expects all representatives to adhere to the following guidelines regarding social media use. SAENA Board of Directors will have authority to interpret and enforce this policy, and any questions or concerns should be directed to that team in the first instance.

**II. BACKGROUND/DEFINITIONS:**

For purposes of this policy, “social media” includes all means of communicating or posting information or content of any sort on the internet, including to your own or someone else’s blog, journal or diary, personal website, or social networking or affinity website, web bulletin board or chat room, whether or not associated or affiliated with SAENA, such as Facebook, LinkedIn, Twitter, Instagram, Pinterest, Tumblr, YouTube, blogs, and wikis.

**III. PROTOCOL/PROCEDURE:**

***Use of Social Media on Behalf of San Antonio Emergency Nurses Association***

***Authorized Users. Only SAENA Board of Directors and representatives authorized by the Board of Directors are permitted to establish official San Antonio ENA (SAENA) social media accounts or to make official statements on behalf of SAENA on social media (referred to as “authorized San Antonio ENA social media users”). All authorized SAENA social media users must be familiar with this policy and receive training prior to using social media on behalf of SAENA. Unless specifically authorized to do so in advance, SAENA representatives may not provide official comments about SAENA in or on any social media (or other) outlet.***

Instead, any inquiry or request for comment should be directed to the SAENA Board of Directors.

*Specific Guidelines.* SAENA representatives must observe the following guidelines when making authorized use of social media on behalf of SAENA:

1. Be transparent. Disclose your relationship with SAENA and make clear that you are speaking on behalf of SAENA.
2. Use good judgment about what you post and remember that anything you say reflects on you and SAENA.
3. Always be professional and accurate in your communications about SAENA.
4. Never disclose or discuss SAENA confidential information on social media. Treat SAENA's trade secrets, intellectual property, and other confidential or proprietary information as confidential and do not do anything to jeopardize the confidentiality of such information.
5. Be familiar with and comply with copyright and other intellectual property laws. For example, if you are looking for an image to use in connection with a SAENA marketing campaign, do not assume that you may freely use images found on the internet. You must obtain permission (in the form of a license) from the owner of the image to use it in an ad for ENA. Raise any questions regarding intellectual property matters with the SAENA Board of Directors.
6. Be familiar and comply with the terms of use of all sites you visit and platforms you are authorized to use on behalf of SAENA. Raise any questions regarding terms of use with the SAENA Board of Directors.
7. Do not post statements, comments or viewpoints that anyone would find offensive, including ethnic slurs, sexist comments, discriminatory comments, profanity, abusive language, political comments or statements, obscenity, or anything that is maliciously false.
8. Do not knowingly or purposefully communicate with or target minors on social media. Do not knowingly initiate contact with, accept requests for social networking from, or otherwise interact on social media on behalf of SAENA with a minor (i.e., anyone under the age of 18). Any exceptions, including prior relationships, require advance written explanation and are subject to approval by the Communications Department.
9. SAENA has adopted procedures for sharing photos or videos of participants in SAENA programs on social media. Any questions on such usage, and in particular relating to using photos or videos of minors, should be directed to the SAENA Board of Directors.



San Antonio Chapter

## OPERATIONAL POLICY/ PROCEDURE

### **Personal Use of Social Media**

San Antonio ENA expects ***all*** SAENA representatives to adhere to the following guidelines in their personal use of social media.

1. Be transparent. Disclose your relationship with SAENA when discussing SAENA or SAENA-related matters. This does not need to be formal. It can be a simple statement or, in appropriate circumstances, a link to your social media account bio or blog author bio/affiliation.
  - a. If there is any doubt (because of the forum, the topic, or otherwise), make clear that you are speaking on your own behalf, and not on behalf of SAENA, and that the views expressed are yours alone and not those of SAENA.
  - b. Failure to make this clear could jeopardize ENA's tax-exempt status when making statements regarding political or legislative matters.
2. Never disclose or discuss SAENA confidential information on social media. Treat SAENA's trade secrets, intellectual property, and other proprietary information as confidential and do not do anything to jeopardize them.
3. Use good judgment about what you post. Always strive to be respectful and accurate in your communications. Consider how it reflects on you and SAENA before you post anything offensive, including ethnic slurs, sexist comments, discriminatory comments, profanity, abusive language, or obscenity, or anything that is maliciously false