

## Social Media Guidelines

AAHPM encourages members to be involved in social media. It is important for members to share their thoughts, opinions and ideas. The Academy actively participates on social media to enhance the membership experience, recruit new members and followers, strengthen its brand, and inform and educate others about hospice and palliative medicine.

Currently, only the President, CEO, CMO or a designated subject matter expert are authorized to speak on behalf of AAHPM and the Board of Directors with any and all media. AAHPM's social media accounts are maintained by appointed staff and supervised by the CEO and the Director of Membership, Marketing & Communications.

The Social Media Guidelines were developed to help guide community leaders, board members and committee chairs in their use of social media (forums, blogs, and discussion groups on Facebook, Twitter, LinkedIn and YouTube), ensuring consistency with AAHPM's objectives, goals and strategies related to communication and engagement.

AAHPM volunteer leaders are asked to follow these guidelines when posting on social media sites:

- AAHPM's name or logo should not be used on social media account profiles.
- AAHPM volunteer titles should not be used in any communication posted on a social media site.
- AAHPM is subject to laws regarding political speech. As a 501c (3) organization, it cannot endorse, oppose or contribute to political candidates.
- Be thoughtful, courteous and mindful of social media posts:
  - Identify yourself by name, when posting professionally, and do not post anonymously or pretend to be someone else.
  - Be clear that the opinion you express is your own.
  - Be mindful that anything you post has the potential to reflect on you, your image, AAHPM and its image.
  - Be respectful, courteous and use common sense.
  - Provide context about what you're posting and why.

AAHPM reserves the right to terminate the participation of any volunteer who does not abide by these Guidelines and/or delete posts and entries of such volunteers on the Academy's Social Media sites.