

Title: Social Media	Number: N/A
Cross Reference: N/A	
Approved by: SD ENA Board of Directors	Origination Date: 10/2019
Revised by:	Approval Date: 10/2019
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I. POLICY PURPOSE:

The South Dakota Emergency Nurses Association (SD ENA) recognizes that the internet provides unique opportunities to participate in interactive discussions and share information using social media. However, use of social media by SD ENA’s directors, officers, and employees (collectively, “SD ENA representatives”) can pose risks to SD ENA’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 SD ENA’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, SD ENA expects all SD ENA representatives to adhere to the following guidelines regarding social media use. Subject to oversight by the Board of Directors, SD ENA’s Communications Department will have authority to interpret and enforce this policy, and any questions or concerns should be directed to that team in the first instance.

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 SD ENA, such as Facebook, LinkedIn, Twitter, Instagram, Pinterest, Tumblr, YouTube, blogs, and wikis.

II. POLICY BACKGROUND:

SD ENA recognizes the need for a social media policy in this time of active online activity. The decision was to mirror the national ENA social media policy.

III. USE OF SOCIAL MEDIA ON BEHALF OF SD ENA:

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

or on any social media (or other) outlet. Instead, any inquiry or request for comment should be directed to the Communications Department.

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

1. Be transparent. Disclose your relationship with SD ENA and make clear that you are speaking on behalf of SD ENA.
2. Use good judgment about what you post and remember that anything you say reflects on you and SD ENA.
3. Always be professional and accurate in your communications about SD ENA.
4. Never disclose or discuss SD ENA confidential information on social media. Treat SD ENA'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 and comply with copyright and other intellectual property laws. For example, if you are looking for an image to use in connection with an SD ENA marketing campaign, do not assume that you may freely 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 SD ENA. Raise any questions regarding intellectual property matters with the Communications Department.
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 SD ENA. Raise any questions regarding terms of use with the Communications Department.
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 SD ENA 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. SD ENA has adopted procedures for sharing photos or videos of participants in SD ENA 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 Communications Department.

IV. PERSONAL USE OF SOCIAL MEDIA:

SD ENA expects all SD ENA representatives to adhere to the following guidelines in their personal use of social media.

1. Be transparent. Disclose your relationship with SD ENA when discussing SD ENA or SD ENA-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 SD ENA, and that the views expressed are yours alone and not those of SD ENA.
 - b. Failure to make this clear could jeopardize SD ENA's tax-exempt status when making statements regarding political or legislative matters.
2. Never disclose or discuss SD ENA confidential information on social media. Treat SD ENA'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 SD ENA before you post anything offensive, including ethnic slurs, sexist comments, discriminatory comments, profanity, abusive language, or obscenity, or anything that is maliciously false.