

ATHNA Social Media and Communications Guidelines

Created February 2020, adopted by the ATHNA Board of Directors March 10, 2020

These guidelines outline the standards ATHNA observes with regard to social media and communications. They are also intended to help ATHNA members make appropriate decisions about their use of social media, such as blogs, social networking websites, forums, message boards, and podcasts both personally and professionally.

ATHNA recognizes the importance of the internet in shaping public perception about our organization and its members. ATHNA also recognizes the importance of our members joining in and helping to shape the travel health conversation and its direction through their interaction in social media. Commonly used social media tools include Facebook, YouTube, and Twitter.

All members are responsible for their own compliance with these guidelines. The ATHNA Board of Directors reserves the right to take action as a result of violation of these guidelines.

Questions regarding these guidelines should be directed to info@ATHNA.org.

I. Using social media sites and formal communications in ATHNA's name:

Only the ATHNA Communications Committee and Executive Committee members are permitted to post material on a social media website in our name and on our behalf.

ATHNA maintains the following accounts:

www.ATHNA.org

<https://twitter.com/TravelHealthRNs>

<https://www.facebook.com/americantravelehealthnurses/>

<https://www.linkedin.com/company/american-travel-health-nurses-association>

Posts occur on an as-needed basis.

Posts will be free from commercial bias. As the professional association for travel health nurses in the United States, it is imperative we avoid the perception of conflict of interest by not promoting commercial entities, such as pharmaceutical companies, private travel companies, etc. Any commercial sponsorship must be readily disclosed.

ATHNA posts will utilize authoritative sources (ie. CDC, WHO, IDSA) and media outlets that engage in fact checking (ie. Washington Post, NYT, NPR).

Posts will adhere to the Social Media Rules (Section III).

All formal organization communications and posts will have at least one other content reviewer, from either the Communications or Executive Committees. Exceptions include any information posted on the ATHNA website (www.ATHNA.org) do not require additional review prior to re-posting on social media.

Submissions will be reviewed for language, accuracy, conflicts of interest, and synchrony with ATHNA's mission and goals.

Passwords will be changed annually.

- II. Branding:** The ATHNA logo or organization branding may not be used on any communication or social media platform without prior approval from the ATHNA Executive Committee. Any changes to the logo must be preceded by a proposal to the Communications and Executive Committees; followed by a vote of the Board of Directors.

III. Social Media Rules when identifying oneself as an ATHNA Member:

1. Communications must be lawful and in keeping with ATHNA's *Application of Code of Ethics Provisions by Travel Health Nurses*.
2. Social media posts should be written in the first person, identify who you are and what your role is. Make it clear that you are speaking for yourself and not ATHNA. Use the following disclaimer: *"The views expressed are my own and do not necessarily reflect the views of ATHNA"*.
3. Be mindful of the impact your contribution might make to reader's perceptions of us as an organization. If you make a mistake in a contribution, promptly admit and correct it.
4. Do not discuss or divulge contact information of members, colleagues, or suppliers without their prior approval. Be aware that people may be readily identifiable even when their names are not used.
5. Do not transmit or place online individually identifiable patient information. Do not take photos or videos of patients on personal devices, including cell phones. Promptly report a breach of confidentiality or privacy.
6. Do observe ethically prescribed professional patient-nurse boundaries.
7. Do not forward or post a link to any offensive, discriminatory, harassing, derogatory or defamatory content.
8. Do not forward or post a link to chain mail, junk mail, gossip, or jokes.
9. Do not disclose any commercially sensitive, private or confidential ATHNA association information.
10. Do not forward or post any content belonging to a third party unless you have that third party's consent. This includes photos.
11. Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links should be done so that it is clear the user has moved to the third party's website.
12. Quote accurately, include references and when in doubt, link, don't copy.
13. Assume communications may be viewed by, sent forwarded, or transmitted to someone other than who it was intended. Understand that patients, colleagues, organizations, and employers may view postings.
14. All members are responsible for their own compliance with these guidelines. The ATHNA Board of Directors reserves the right to take action as a result of violation of these guidelines.

References:

Cooper, P (2019) How to write a social media policy for your company. Retrieved from <https://blog.hootsuite.com/social-media-policy-for-employees/>

Ramsey, L. (2017). Top 12 Rules of Social Media Etiquette. Retrieved from <https://www.businessknowhow.com/internet/socialmediaetiquette.htm>

American Nurses Association. *Principles for social networking*. Retrieved from <https://www.nursingworld.org/social/>