

# MAINE ACADEMY OF NUTRITION AND DIETETICS

## SOCIAL NETWORKING / MEDIA POLICY

The Maine Academy of Nutrition and Dietetics (MAND) recognizes the social media sites such as You Tube, Twitter, Facebook, blogs and collaborative web-based discussion forums can be effective tools to promote the organization's visibility, maintain communications with current and prospective members, customers, business partners, affiliates, subsidiaries, and the general public, and to communicate MAND business and items of interest to the MAND membership.

MAND seeks to ensure that the use of such communications serves the organization's needs, maintains brand identity, integrity and reputation while minimizing actual or potential legal risks.

### Policies and Guidelines:

The following policies and guidelines regarding use of social media will apply to all MAND members who utilize the affiliate's social media outlets.

1. MAND-authorized, -sponsored, or -affiliated blogs or other social media sites are used to:
  - a. engage membership and potential members
  - b. obtain feedback, exchange ideas, or share insights regarding the industry
  - c. respond to breaking news or negative publicity
  - d. discuss member-only events and community events
2. Members will be held personally responsible for their postings on MAND social media sites and must always comply with policies and guidelines set forth by MAND. Members who want to post comments in response to content on the MAND social network sites must identify themselves by name. All comments will be screened by the administrators of the website. Inappropriate comments or material will not be posted and those individuals will be contacted by MAND.
3. Members must not disclose any confidential information entrusted to them by MAND, The Academy of Nutrition and Dietetics (AND), or its suppliers, clients, or members. This includes, but is not limited to, MAND or AND marketing lists, member personal account information, strategic business plans, financial information, or any other proprietary and nonpublic organization information.

4. MAND strongly discourages members from publicly discussing any organization-related matters outside organization-authorized communications.
5. Members cannot use social networks to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against other members or organizations associated with or doing business with MAND.
6. Only administrators designated and authorized by the MAND President can add, delete, edit or otherwise modify content on the MAND social media channels, including any business unit or department social network channel located on the MAND website.
7. MAND reserves the right to use content management tools to monitor, review and block-ban content on organization social network sites that violates the MAND social networking policies and guidelines.
8. Members are requested to report violations of the MAND social media policies and guidelines to the MAND Public Relations Chair.

Approved by MAND Board of Directors 1/18/2017