



Social Media Policy Handbook

August 2018



Introduction

The following sections correspond to the sections of APIC-DFW’s Social Media Policy Workbook.

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1. What Does A Social Media Policy Mean To You?

APIC-DFW recognizes the importance of leveraging Social Media as a means of positive exposure and to maximize current and potential member engagement. The Public Relations Committee is responsible for advertising and promoting the vision and mission of the Chapter to the community, various strategic partners, and members; facilitates communication to the membership; Chapter website will be used to provide relevant and current information and networking opportunities for chapter members. To that end, social media sites such as Facebook, Twitter, GotoWebinar, APIC-DFW website should be embraced and used with guidelines set by the APIC-DFW board, as outlined in the following social media guidelines.

2. APIC-DFW's Social Media Values

The Vision of APIC DFW to be recognized as the leader in infection prevention and control by both the healthcare community and the public we serve is guided by certain shared values that we live by as an organization. The use of social media will help increase consumer engagement with APIC via utilizing the APIC DFW website, Facebook and Twitter as a communication and educational tool and also help increase educational and training resources.



3. Social Media Roles: Who Does What?

The Public Relations Committee will be responsible for managing all official social media accounts. The Committee is responsible for the security of passwords and upkeep of these accounts. Members of the Public relations committee can grant access to other committee members to administer groups on the platforms and to post content.

Access is granted as needed and only following approval from the APIC DFW board. Members who are granted access to post or create content in an official capacity must have undergone supervision and, where required, training in appropriate conduct specific to each platform. This access can be revoked by the Public Relations Committee and the Board at any time.

The following members are recognized as part of the Public Relations Committee (PRC) and will be responsible for their respective social media platforms:

Facebook: Neeraja Ganeshraj (Historian)

Twitter: Marie Wilson

Webinars (GotoWebinar): Donald Chitanda (Chair)

Board Liaison: Lisa Kenner (Immediate Past President)

Website- Terri Goodman (Non-Member/Contractor)

4. What Should You Say Online?

- Avoid Sharing or liking extremely-opinionated viewpoints (e.g. political leanings or thoughts on controversial topics) Liking supporting status updates or posting such opinions can incite and aggravate others (and live on in perpetuity). Expressing these opinions is not appropriate when working the capacity of a Public Relations Committee member.
- Posting embarrassing, revealing or negative photos of members should be avoided at all costs.
- Never post photos of others without their express permission.

Tone of Voice and Attitude

- Maintain Professionalism in postings
- Avoid bad-mouthing other members/ committees
- Maintain a positive tone and attitude
- Avoid using vulgar language and making derogatory remarks.
- Reserve confidential discussions for private message threads or, better yet, phone calls, emails or other venues where interactions aren't recorded in perpetuity online.
- Poor spelling, punctuation, grammar and choice of words can reflect equally poorly upon APIC DFW - proofread all communications before sending.

Being a Responsible User

- Log out of all your social networks when finished using them, and when you are using a computer or mobile device that isn't yours.
- Realize that everything posted online lives on the Internet permanently and may be available for public viewing.
- Never forget: Despite their seemingly intimacy, social networks are among the most public of spaces - it's important to conduct yourself on them as you would in any shared setting.
- Privacy and personal comfort are paramount: At no point should you feel compelled to respond to messages or queries from people you don't know.



- Before posting on others' profiles or walls, or tagging them in your own posts, consider how your actions and/or statements may be perceived, and if they may potentially cast friends in a negative light and/or embarrass them.

5. Monitoring Policy

Consistently monitor your sites. The key to social media success is to stay on top of your sites. Any social media site will require monitoring. Encourage discussion by posting quality content and questions. Quickly address any inappropriate messages or misuse. Such inappropriate content includes spam, advertising, offensive statements, inaccurate information, foul language, or unconstructive criticism of APIC DFW or anyone in the community.

6. Passwords

Passwords to all social media platforms should be reset annually. A spreadsheet should be kept that details which members have been given administrator rights to the different social media platforms and website. Maintenance of the spreadsheet will be the responsibility of the Chair of PRC.

7. Goals

Twitter

1. Average two original tweets per week
2. At least 1 retweet per month
3. Gain 12 new followers per year

Facebook

1. At least 3 new posts per month
2. 50% of Facebook group users view APIC-DFW generated posts
3. At least 10 "Likes" per month