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Social Media Guidelines for Users of ISMPP Social Media Properties

Purpose

These guidelines are intended to assist all social media participants in understanding and ensuring the safe and appropriate use of ISMPP social media properties. The following rules are intended to assist users of ISMPP social media sites in understanding the requirements of the ISMPP Social Media Use Policy, and to provide appropriate guidance.

Scope

These guidelines apply to all users of ISMPP social media properties. By using ISMPP social media properties, participants agree to comply with the terms of the ISMPP Social Media Use Policy, which is available on the ISMPP Internet site: www.ismpp.org.

Use of Social Media

ISMPP recognizes the growing use and influence of social networking in both professional and personal activities. Social media continues to change the way organizations communicate with their members and other audiences. ISMPP members and other users should interact with social media in a manner that promotes integrity of the organization, and reflects positively on the individual, ISMPP, and the medical publication profession, consistent with the ISMPP Code of Ethics.

Consistent with the ISMPP Social Media Use Policy, appropriate participant interaction with the ISMPP social media properties should be honest, respectful, and accurate. Social media users should not post defamatory, false, or offensive material.

Guiding Principles

Protect the interests of ISMPP and its members. In the world of social media, professional and personal worlds may overlap. These guidelines can help you with regard to protecting your personal and professional interests, the interests of ISMPP, and the broader community of ISMPP membership.

ISMPP's social media mission. Social media is an important means for ISMPP and its members to achieve its threefold mission. Any behaviors and actions online should be consistent with the following three guiding principles:

- Advancing the medical publication profession through education and advocacy;
- Promoting integrity, excellence, and transparency in medical publications; and
- Leading the establishment and adoption of medical publication standards and best practices.

Think before you hit send. These social media guidelines require that you exercise your best judgment before posting information online. You are “speaking” publicly, and your contribution will be

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searchable and retrievable for an indefinite amount of time to a broad audience. Once that information is out there, it is impossible to bring it back.

ISMPP reserves all rights regarding content. ISMPP reserves all rights relating to its social media accounts, including the right to add, remove, or modify any content or material posted on the accounts, discontinue the accounts, and block those who follow the accounts. ISMPP also reserves the right to delete any comments and block users who post defamatory, false, or offensive material without notice.

When in doubt, contact the ISMPP Social Media Manager. If you have a question about the appropriateness of certain social media content; if you may have posted something inappropriate; or, if you are unsure about any of these guidelines, please contact the Social Media Manager at thebuzz@ismpp.org.

Guidelines for Responsible Social Media Use

Linking your individual social media properties to ISMPP properties. You are not required to “follow,” subscribe to, or join any ISMPP social media properties. If you choose to link to a page associated with ISMPP (for example, by using Twitter’s “follow” or LinkedIn’s “add to your network” functions), consider how your personal profile photo and comments could potentially reflect on you, ISMPP, its members, and other users.

What you should do. Social media is a powerful tool for promoting ISMPP’s mission and the medical publication profession. Therefore, ISMPP welcomes your participation in our social media sites, and encourages you to do the following:

- Re-tweet or share posts in their entirety, without editorializing;
- Join in conversations with relevant comments or perspective on industry topics;
- Be a social media scout. If you learn of incorrect information posted on social media related to ISMPP, or a possible opportunity for ISMPP engagement, contact the Social Media Manager at thebuzz@ismpp.org; and,
- **Share your ideas with ISMPP.** Think of opportunities to participate in social media on behalf of ISMPP.

What you should never do.

- Create social media pages, accounts, or the like, on behalf of ISMPP;
- Speak on behalf of ISMPP;
- Post defamatory, false, or offensive material; and,
- Jobs, sales pitches or anything else self-promotional.

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Property-specific guidance. ISMPP has organizational accounts on Twitter, LinkedIn, and YouTube. The following guidelines are specific to these social media platforms and provide additional direction to participants regarding the appropriate use of these platforms.

- Twitter
 - *Re-tweeting ISMPP.* If you choose to re-tweet content associated with ISMPP, use good judgment and ensure that your commentary accurately reflects the original content.
 - *Responding to @messages directed at ISMPP.* The Social Media Manager will respond to @messages directed at the ISMPP handle.
 - *Interacting with ISMPP.* If you choose to include the @ISMPP handle or #ISMPP hashtag in your tweets, be mindful that the content of your message is consistent with the ISMPP Social Media Use Policy and these guidelines.
- LinkedIn
 - *Profiles.* You are encouraged, but not required, to update your LinkedIn profile with your affiliation with ISMPP.
 - *Open groups.* ISMPP members are encouraged, but not required, to participate in open group conversations.
 - *Closed groups.* Guidelines for participation in closed groups will be established by subcommittee chairpersons.
- YouTube
 - *ISMPP YouTube Channel.* YouTube.com/ISMPPchannel is the official ISMPP YouTube account. No other YouTube accounts may be created or maintained on behalf of ISMPP, or give the impression that the account is endorsed by, or affiliated with, ISMPP. Only ISMPP authorized videos may be posted on the ISMPP YouTube Channel.
 - *Posting Comments on ISMPP YouTube Channel.* If you choose to post a comment concerning a video posted on the YouTube.com/ISMPPchannel, ensure that your comments accurately reflect the original content of the video, and are otherwise consistent with the ISMPP Social Media Policy and Guidelines for Users of ISMPP Social Media Properties.
 - *Linking or Sharing Videos.* YouTube.com/ISMPPchannel videos may be shared with others for personal, non-commercial use only. If you choose to share any video posted on the YouTube.com/ISMPPchannel, ensure that any commentary associated with such sharing accurately reflects the original content of the video, and is otherwise consistent with the ISMPP Social Media Policy and Guidelines for Users of ISMPP Social Media Properties. Embedding a YouTube.com/ISMPPchannel video within another website or blog is not permitted.
 - *Ownership Attribution.* Videos posted on the YouTube.com/ISMPPchannel are protected intellectual property owned by ISMPP. In the event that you link to, or share, a YouTube.com/ISMPPchannel video, you must attribute ownership of the video to ISMPP by including the following statement: "© 2011 International Society for Medical Publication Professionals (ISMPP). All rights reserved."

DISCLAIMER

ISMPP does not control the content posted on social network Internet sites, and therefore does not guarantee or warranty the accuracy, integrity, or quality of any content. ISMPP disclaims any responsibility and liability related to any and all content posted or made available on the sites.