

WOEMA Guidelines for the Appropriate Use of Social Media and Social Networking

1. **Account names:** WOEMA will maintain all ownership rights of all Association -owned and Association -named social media accounts which were created by the organization and this list will be maintained to avoid any confusion. As it is likely an individual or group will develop and maintain the social media presence it needs to be completely transparent that any individual who volunteers or is remunerated for work on WOEMA's social media presence is doing so for the benefit of WOEMA and all work is the property of WOEMA.
2. **Conflict of Interest:** Employee's, volunteer's, and elected representative's personal social media account should not become associated with the Association's social media account as there should be a clear separation between WOEMA and the individual's business/personal social media accounts.
3. **Contracts:** All employee/management contracts should contain a provision to clearly identify ownership of all social media accounts.
4. **Written policies and guidelines:**

Employees/volunteers/committee members/leadership teams are:

- Prohibited from using their own names in association with the WOEMA's social media account
- Allowed to use the WOEMA's social media accounts only when communicating content approved by protocol.
- Prohibited from disclosing private or protected Association or any individual's protected health information.
- Prohibited from changing the username or passwords without authorization
- Required to turn over any usernames or passwords and discontinue use of all Association -owned social media accounts upon separation from their WOEMA relevant responsibility as directed by the Executive committee.
- Prohibited from advising on medical treatment or a diagnosis of an individual utilizing WOEMA's social media platform.
- Prohibited from posting pictures, identifying patients or conducting any other behavior that is likely to be construed as a breach of confidentiality or which is reasonably at risk to be harmful to a patient and/ or in violation of federal privacy laws such as HIPAA.
- Aware that any information they post on a social networking site may be disseminated (whether intended or not) to a larger audience, and that what they say may be taken out of context or remain publicly available online in perpetuity. When posting content online, they should always remember that they are representing the WOEMA and the medical community.
- Aware that WOEMA may reserve the right to edit, modify, delete, or review all communications.
- Able to maintain the same principles of professionalism online as they would if there were having that interaction in person with a live patient.

5. Future Changes:

WOEMA recognizes that emerging technology and social media will continue to change and how these websites are used by patients and physicians will evolve overtime. These guidelines are meant to be a starting point for the discussion of how the medical society should properly communicate with their patients using social media. These guidelines will need to be modified and adapted in future years as technology advances, best practices emerge, and opportunities for additional policy guidance are identified.

Approved by the WOEMA Board of Directors on 9/14/2016