

Ohio Psychological Association's Social Media Guidelines

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Section One: Definitions

1. Guidelines: General set of rules and expectations set forth for users or consumers. In this case, the guidelines set forth here are for any individuals on social media accounts run by OPA.
2. Ohio Psychological Association (OPA): The state psychological association for the State of Ohio. Additional information about OPA can be accessed at <https://ohpsych.org>.
3. Social Media: Online platforms where people and organizations can create, share, interact, and comment on content produced.

Section Two: Purpose and Posting for OPA's Social Media

1. Purpose of OPA's Social Media
 - a. OPA's social media accounts are for all providers and consumers of mental health services. Followers do not have to reside in Ohio to consume and interact with the social media content being produced.
 - b. OPA's social media accounts should be considered as professional pages insofar as OPA will be sharing psychology-related information, but these accounts are not offering professional services or advice to those seeking psychological services. OPA will not provide information to individuals seeking referrals, advice, or professional services through social media channels, direct messages, or public postings.
2. What OPA Posts About
 - a. OPA's social media accounts will share pictures, video, and/or text related to psychology. Posts from OPA may include, but are not limited to:
 - i. Advocacy efforts undertaken by local, state, and federal psychologists, mental health professionals, and allies.
 - ii. Psychological research, both past and present.
 - iii. Basic psychoeducation on psychological concepts for public dissemination.
 - iv. Psychology-related news.
 - v. Continuing education resources, including conferences and workshops.
 - vi. Information about OPA committees and the actions of these committees.
 - vii. Community resources for Ohioans.
3. What OPA Does Not Post About
 - a. OPA's social media accounts will not provide professional advice.
 - b. OPA's social media accounts will not endorse political candidates for any local, state, or federal office.
 - c. OPA's social media accounts will not knowingly post information that is considered unprofessional, inappropriate, or inaccurate. Social media posts should be formatted using the most up-to-date language, be based in factual knowledge, and be free of microaggressions and prejudicial language.

Section Three: OPA Policy Regarding Social Media Engagement/Interaction

1. Expectations for comments on posts
 - a. At OPA, followers are encouraged to engage in meaningful and professional discussions on social media. OPA members are welcome to comment on posts shared by OPA and fellow members, provided that their contributions align with our values of professionalism, respect, and constructive dialogue. All comments should be relevant to the topic at hand, contribute to an informed discussion, and uphold the integrity of our profession.
 - b. Followers must ensure that their comments remain courteous and free from offensive, inflammatory, or derogatory language. Disagreements are a natural part of discussion, but users are expected to engage in debates with professionalism and avoid personal attacks, harassment, or any form of discrimination. Comments that violate this standard may be removed, and repeated violations may result in further action by the OPA.
 - c. OPA members should be mindful that their engagement on social media reflects not only on themselves but also on the profession and OPA. Any comment that misrepresents OPA, spreads misinformation, or otherwise undermines the credibility of the field may be subject to review. We encourage members to fact-check information before posting and to present differing opinions in a respectful and well-reasoned manner.
2. Sharing to personal pages
 - a. When sharing content from their personal webpages, members may post relevant professional insights, research, and discussions that align with the values of OPA. However, personal webpage content that promotes unverified claims, conflicts with ethical standards, or contains explicit self-promotion without professional value should be avoided. Members are encouraged to share knowledge that benefits the broader community while maintaining the highest standards of accuracy and credibility.
 - b. Sharing content from another member's personal webpage should be done with respect for privacy and consent. Members should seek permission before reposting another individual's personal content, especially if it involves personal opinions or experiences. Posts that misrepresent another member's views or repurpose their content without credit or context are strictly prohibited.
 - c. Members should also refrain from using social media to disparage fellow members, even on their personal pages. While constructive criticism is welcome in professional discourse, publicly sharing negative opinions about colleagues without substantive evidence or purpose can harm both individuals and the profession. Members are urged to handle disputes professionally and directly rather than through social media.
3. Sharing to professional pages
 - a. OPA members may share content that contributes to meaningful professional dialogue when engaging with the professional pages of other members. Posts that promote shared research, relevant industry updates, and collaborative efforts are encouraged. However, members should refrain from using professional pages for unsolicited advertising, unauthorized endorsements, or content that may

compromise ethical boundaries. Professional pages serve as platforms for advancing knowledge and engagement within the field, and all interactions should reflect this purpose.

Section Four: Submitting Content to OPA for Social Media

1. Followers are encouraged to submit posts and share information to OPA's social media team through the following link: <https://ohpsych.orgt/page/Photos4SocialMedia>.
2. Users who submit content to OPA for posting on social media are agreeing to:
 - a. Accurately represent who they are. Users should not post anonymously or use false names when sharing.
 - b. Not submit material that is protected by copyright unless the user is the holder of the copyright or has the permission of the person who holds the copyright.
 - c. Not post confidential or protected information.
 - d. Post information that does not violate any local, state, or federal laws.
 - e. Post material that is respectful in nature, making sure to avoid discriminatory, derogatory, or prejudicial language.
 - f. Avoid inflammatory or objectionable content, such as irrelevant, controversial, or non-professional opinions (including "spam").
 - g. Reflect on possible cultural issues related to the post and to use appropriate language when referring to groups, cultures, and practices.
 - h. Share information that is factual, non-harassing, and accurate.
 - i. Take steps to be trauma-informed, including offering trigger warnings if such are believed to be necessary.
 - j. Not share posts for commercial purposes.
 - k. Take steps to make posts accessible whenever possible (such as using alt text for the visually impaired or captioning videos for the hearing impaired).
3. When content is submitted to OPA for posting, the user is waiving the right to bring any claims against OPA and its affiliates for issues of infringement, invasion of privacy, infliction of emotional distress, copyright infringement, or fraud.

Section Five: Failure to Adhere to OPA Social Media Guidelines

1. Your engagement with OPA's social media platforms constitutes your agreement to adhere to and comply with all guidelines discussed above. Failure to adhere to the above guidelines on any/all social media platforms may result in your removal from open access to the platforms by OPA's social media monitor. To report a violation of these guidelines, please email the Director of Education and Communications at OPA.
2. The process of progressive sanctioning for misconduct on any/all OPA social media platforms are as follows:
 - a. In the case of a user's first violation, an official written warning will be sent to the violator by OPA's social media profile in response to the violation/act of misconduct. The warning message will be sent to the violator's social media profile via a private, direct message and the violator's public violation will be removed and deleted from OPA's social media page. The warning message to the violator will include a reminder of the rules for open access to OPA's social media platforms

and an explanation of the nature of the violation(s). The violator will be informed that continuation of the cited behavior(s) can lead to suspension or removal of their profile from open access to OPA's social media platforms.

- b. In the case of a user's second violation, a second official written warning will be sent to the violator's profile from OPA's social media profile via a private, direct message and their public violation will be removed and deleted from OPA's social media page. The warning message will inform the violator of their offense and state that their profile will be placed on probation for three (3) months, which involves blocking the violator's social media profile from following, viewing, messaging, and interacting with OPA's social media profile. The warning message will also inform the violator that a third violation will result in suspension from OPA's social media page for six (6) months.
- c. In the case of a user's third violation, the violating user will be suspended from OPA's social media page for six (6) months, which involves blocking the violator's social media profile from following, viewing, messaging, and interacting with OPA's social media profile.
- d. Following a six-month suspension, any additional violations will result in the user's profile being permanently suspended/blocked. If the user is interested in appealing the permanent suspension, they can contact the Director of Education and Communications at OPA regarding their concerns. Contacting OPA with the intention to appeal a suspension does not guarantee that the suspension/blocking will be removed.
- e. If the suspension is removed, prior offenses will be disregarded and the violation procedure will start again. If the suspension is upheld, the rationale for the decision will be sent to the user.
- f. In egregious cases, the social media manager can immediately suspend/block the violator permanently without warning.
- g. Due process in Disciplinary Sanctioning: Any social media disciplinary action may be appealed to the Association's Presidential Trio to dispute, challenge, or request relief from sanction. The appeal disposition from the Presidential Trio is final and not subject to any further review or arbitration.
- h. Repeated violations of the OPA social media guidelines after the three (3) events described above can result in permanent revocation of the violating user's access to all OPA social media platforms.
- i. Regarding social media users/profiles that are clearly identifiable as OPA members, additional repercussions of violating OPA's social media guidelines may follow. In these cases, OPA members will be contacted directly via their OPA profile contact information. OPA members will be informed of the social media profile that they have been associated with, the nature of the violations that have been recorded, and the actions that may be taken regarding their membership. These actions can include membership warnings, probation, suspension, and permanent suspension. OPA members will be provided with the opportunity to connect with the OPA Chief Executive Officer regarding appealing these actions.