

**The Wisconsin Academy of Nutrition and Dietetics
Social Networking/Media Policy**

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1.0 PURPOSE/INTENT

The Wisconsin Academy of Nutrition and Dietetics (WAND) recognizes that web sites such as You Tube, Facebook, Twitter, blogs, collaborative Web-based discussion forums, online publishing, and user-generated media (collectively, "social media") can be highly effective tools for sharing ideas and exchanging information of all kinds. WAND and our members are committed to optimizing the nation's health by providing scientifically sound nutrition information to the public. The Internet is replete with erroneous information about what and how to eat in order to maintain health. WAND as well as the Academy of Nutrition and Dietetics want to change this and not only be the go-to source for consumers who are hungry for accurate and reliable nutrition information, but also to promote registered dietitians and dietetic technicians, registered as the experts who can help the public successfully incorporate that information into their daily lives.

The Wisconsin Academy of Nutrition and Dietetics is committed to using these electronic communications to promote the organization's visibility and maintain communications with current and prospective members, affiliates, and the general public.

The Wisconsin Academy of Nutrition and Dietetics seeks to ensure that use of such communications serves the organization's need to maintain brand identity, integrity, and reputation while minimizing actual or potential legal risks.

The Wisconsin Academy of Nutrition and Dietetics therefore establishes the following policies and guidelines for communicating food and nutrition related information via WAND's social media sites.

2.0 GENERAL POLICIES AND GUIDELINES

The following policies and guidelines apply to social media, whether it is done for the Wisconsin Academy of Nutrition and Dietetics on the organization's time, on a personal basis, or outside the workplace. These policies and guidelines apply to all Wisconsin Academy of Nutrition and Dietetics members.

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2.1 Members must not disclose any confidential information entrusted to them by the Academy of Nutrition and Dietetics (the Academy) or the Wisconsin Academy of Nutrition and Dietetics or its affiliates.

2.2 Members must not divulge any Academy or WAND marketing lists, member personal account information, strategic business plans, financial information, business contracts, and other proprietary and nonpublic organization information that members can access.

2.3 Members cannot use social networks to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against other members, employment applicants, managers, officers, directors, customers, clients, vendors or suppliers, any organizations associated or doing business with the Wisconsin Academy of Nutrition and Dietetics, or any members of the public, including website visitors who post comments about network contents. See policy 6.0 Discipline for Violations.

2.4 In all instances, members are personally responsible for their postings to social media sites and must always comply with related policies set forth by the Wisconsin Academy of Nutrition and Dietetics.

3.0 ORGANIZATION SOCIAL NETWORK SITES

The Wisconsin Academy of Nutrition and Dietetics -authorized, -sponsored, or-affiliated blogs or other social media sites are used to:

- engage membership and potential members
- obtain feedback, exchange ideas or trade insights about industry trends
- reach out to potential new members
- provide sales and marketing support to raise awareness of the Wisconsin Academy of Nutrition and Dietetics' brand
- respond to breaking news or negative publicity
- brainstorm with members and the public
- discuss member-only events and community events
- share nutrition resources and ideas with the public

All such Wisconsin Academy of Nutrition and Dietetics-related social media channels, whether on external websites, websites of subsidiaries or affiliates, or otherwise, are subject to the following policies and guidelines, in addition to policies and guidelines set out in section 2 above.

3.1 Only members designated and authorized by the Wisconsin Academy of Nutrition and Dietetics can add, delete, edit, or otherwise modify content on the WAND social media channels.

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3.2 WAND members that maintain social media sites are responsible for ensuring that the channels conform to all applicable organizational policies and guidelines on social media. Elected officials are authorized to remove immediately and without advance warning any illegal or otherwise nonconforming content, including offensive content such as pornography, obscenities, profanity, and racial or ethnic epithets.

3.3 Members and non-members may post comments in response to content on the Wisconsin Academy of Nutrition and Dietetics' social network sites. All comments will be screened by the WAND Marketing Committee. Inappropriate comments or material will not be posted and those individuals will be contacted by the WAND Marketing Committee. Content or material posted on WAND social media sites is considered the property of WAND. By posting on a WAND social media site, you agree to give WAND the irrevocable right to reproduce, distribute, edit, transmit, display, create derivative works from, or otherwise use for WAND's benefit any and all such content or material for any purpose, in any form and on any media.

3.4 Any member wishing to engage or authorize a third party social networking site to communicate to WAND members or the community on behalf of WAND or use the Wisconsin Academy of Nutrition and Dietetics' name or marks must first obtain approval from the WAND Marketing Committee. The member is responsible for ensuring that the third party has been informed of the Wisconsin Academy of Nutrition and Dietetics' policies and policies regarding use of our marks and that there is a written agreement in place with the third party which has been reviewed and approved.

4.0 PERSONAL SOCIAL NETWORK SITES

The following policies and guidelines, in addition to policies and guidelines set out above, apply to individual's personal social network sites.

4.1 Members who maintain personal social media accounts or websites and choose to identify themselves as members of the Wisconsin Academy of Nutrition and Dietetics must state explicitly, clearly, and in a prominent place on the site that views expressed in their social network sites are members' own and not those of the Wisconsin Academy of Nutrition and Dietetics or of any person or organization affiliated or doing business with the Wisconsin Academy of Nutrition and Dietetics.

4.2 The Wisconsin Academy of Nutrition and Dietetics respects members' right to express personal opinions in personal social media and understands that members may use their personal social media accounts for political purposes, organizing, or other lawful purposes that do not violate the policies and guidelines contained herein.

4.3 Members cannot use the Wisconsin Academy of Nutrition and Dietetics logo or trademarks or the name or logo unless approved by the Marketing Committee.

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4.4 Members cannot post on their own or others' personal social media accounts the Wisconsin Academy of Nutrition and Dietetics copyrighted information or organization-issued documents bearing the Wisconsin Academy of Nutrition and Dietetics name, trademark, or logo.

5.0 REPORTING VIOLATIONS

The Wisconsin Academy of Nutrition and Dietetics requests members to report violations of the organization's social media policies and guidelines, customers' or members' complaints about social network site content, or perceived misconduct or possible unlawful activity related to social media, including security breaches, misappropriation or theft of proprietary business information, and trademark infringement. Members can report actual or perceived violations to the Wisconsin Academy of Nutrition and Dietetics Marketing Committee.

6.0 DISCIPLINE FOR VIOLATIONS

The Wisconsin Academy of Nutrition and Dietetics investigates and responds to all reports of violations of WAND's social media policies and guidelines or related organization policies or guidelines. WAND reserves the right to discipline members. Appropriate action will be taken based on findings. WAND has the right to monitor, prohibit, restrict or block your access to any of its social media properties at any time and without notice, for any reason, and in our sole discretion. We also reserve the right to remove, delete, or block any content or materials in our sole discretion, regardless of whether such material violates the standards set forth herein.

7.0 DO's, DON'Ts, AND TIPS

In summary, some examples do's and don'ts of social networking posting:

DO:

- Be professional by following the guidelines detailed in this policy. As an Academy member, you represent the Academy of Nutrition and Dietetics, its affiliates and our mission.
- Be authentic, truthful and tactful in your postings. Provide a link or reference for any information you are citing.
- Correct mistakes promptly and acknowledge them.
- Always allow comments on your public content, with the exception of spammers and blatant marketers.
- Exercise full disclosure. When you mention the Wisconsin Academy of Nutrition and Dietetics, identify yourself as a member.
- Respect copyright. Do not post any images or other content from another source unless you are sure it is in the public domain or that the owner has granted permission.
- Share your enthusiasm and positive comments about food and nutrition and the excellent services the Wisconsin Academy of Nutrition and Dietetics provides.
- Always adhere to HIPAA privacy rules regardless of the communication media.

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- Include a statement identifying that these are your own thoughts and not necessarily representative of the organization. For example: “This blog or social media channel solely reflects my views and not the views of the Academy of Nutrition and Dietetics or The Wisconsin Academy of Nutrition and Dietetics.”

DON'T:

- NEVER post any information, photos or identifiable content about current patients in your care.
- Do not post material that is harassing, obscene, defamatory, libelous, threatening, hateful, or embarrassing to any person or entity.
- Do not post words, jokes, or comments based on an individual’s gender, sexual orientation, race, ethnicity, age, or religion.
- Do not complain about your work, coworkers, patients or organizational policies.
- Do not disparage competitors.
- Never plagiarize and never post information you know is inaccurate.

TIPS:

- Be personal. Write as “I.” Let people know about who you are.
- Be clear. If you blog, state the purpose of your blog upfront.
- Be relevant. Keep your posts and comments focused on the topic.
- Be credible. Write about what you know and support it with references and/or examples.
- Be responsive. Has someone posted a question for you? Follow up.
- Do not restrict access to your blog by specific individuals or groups.
- Do not self-censor by removing posts or comments once they are published unless they are inappropriate under these guidelines.
- Contributing to a professional blog is an excellent way to build your reputation and support our organization’s goals. Update your content and respond to comments or questions on a regular basis.

Finally, WAND reserves the right to update its social media policy frequently and without notice. The updated policy will govern your usage, and you must remain in compliance until the policy is updated once again. Please check back frequently to review our policy at regular intervals, as we make updates or changes to these guidelines. Your continued use and posting of content, on our social media sites, is acceptance to any and all modifications to this policy.