

Social Media and Website Posting/Access Policy and Procedure GAC & Public Affairs Council

Background: The GAC and Public Affairs Council need timely access to social media and the website for purposes of communication to the Association membership, recruitment of advocacy efforts on legislative issues, uploading and building a repository of resources and documents, and general interface with the public. Restricted access prevents the GAC and Public Affairs Council from achieving objectives on the Strategic Plan, Legislative Agenda, Presidential Charges, and other timely or urgent Association issues. Further, this restriction interferes with components of their Committee and Council responsibilities as defined by the Bylaws.

Rationale: The core members of the GAC (5 members) and pharmacist members of the Public Affairs Council all serve as members in good standing and have demonstrated integrity, ethics and good judgement in their day to day capacities. Developing, uploading and monitoring the social media and website content updates, posts, and resources by these two entities will allow the EVP to increase focus on higher level Association tasks and responsibilities. Further, this access increases the purpose and duty of the members of GAC and Public Affairs Council by extending support to the EVP and staff and allows the membership to be engaged, informed and educated on where to navigate the website in various platforms relevant to their needs.

Proposed process for vetting content:

1. Pharmacists on the GAC and Public Affairs Council must provide approval for respective content based on the approved Legislative Agenda, Strategic Plan, and governance documents.
2. Social Media policy must be signed by all members of GAC and Public Affairs Council, as well as any approved members of the FPA Leadership with access to posting or replying to content on the social media platforms or website.
3. Out of five pharmacists on each committee/council, a minimum of three need to provide written consent or agreement that the content is appropriate and aligned accordingly, prior to posting any content.
4. If the content is newly developed, the EVP may provide approval or the President's Committee may provide approval via majority vote online or via discussion. If the materials are already available or adapted from reputable, evidenced-based sources (i.e. APhA, NCPA, NASPA, ACCP), approval from the EVP or President's Committee is not necessary. If content is newly developed or may be perceived as controversial, the Chair/Co-Chair for GAC or Public Affairs will present to the EVP or President's Committee for approval in order to post timely.
5. If content is posted that is perceived as controversial with detriment to the Association, the EVP would communicate immediately to responsible group(s) and President's Committee, and the content may be removed. Communication would be required so it can be discussed and prevented in the future and any consequences/sanctions would be identified.
6. Some content will be scheduled in advance for multiple platform dissemination at specific time periods. Use of social media management system (similar to HootSuite) will increase efficiency and dissemination as well as monitoring for comments/likes/posts. This pre-approved content may be vetted and approved by the

President's Committee, while other content may be a result of new information provided to the GAC or Public Affairs Council that requires a timelier dissemination. This is where the GAC and Public Affairs Council will have authority and responsibility for content design, messaging, alignment, posting, and monitoring.

7. Analytics and tracking will be recorded and visible to determine success of content postings, changes, and utility (access) and monitored for any feedback or improvements.
8. Identification of other social media outlets to follow and posts to add need to be determined by the Leadership to enhance visibility according to the Strategic Plan, foster collaborations, and demonstrate support (i.e. following specific legislators identified by GAC).
9. GAC and Public Affairs Council will work with staff and the EVP for the schedule of who is 'monitoring' posts and uploading content to share the workload and maintain continuity of the social media platforms and website.
10. Access to social media accounts and website will be provided to the designated GAC and Public Affairs Council core pharmacist members in order to facilitate the social media and website posting and content management. A workshop will be held by the EVP and staff to discuss process, coding, etc. for the social media accounts and website.

<p>The FPA will forever defend, indemnify and hold harmless the FPA staff from and against all claims, costs, losses, expenses, damages, actions, cause of action and/or liabilities, arising out of or resulting from the publishing into the FPA's social media and web site platforms any content by individuals other than FPA staff.</p>
