



## NASW-NYC Social Media and Communication Policy

### Revised and Adapted with Permission and in Partnership with NASW-OHIO Chapter

Thank you for following National Association of Social Workers- NYC Chapter (NASW-NYC). To ensure transparency, and the best possible experience for everyone, we have established some guidance for engagement on our page and social media platforms. This applies to anyone who comments on our social media posts, sends us emails, or uses any other form of communication to connect with NASW-NYC.

### Code of Ethics

We look to the National Association of Social Workers Code of Ethics to guide all of our interactions. The Code of Ethics is the standard for defining the values and principles that guide decision-making and everyday professional conduct of social workers and social work students in all practice areas, roles, and settings. On our pages, we agree to adhere to the NASW Code of Ethics in all of our interactions. Additional specific expectations are listed below.

### Etiquette Guidelines

Using the NASW Code of Ethics - Ethical Standard 2 - Social Workers' Ethical Responsibilities to Colleagues, we highlight the Standard of Respect (2.01).

1. We ask that the focus is on the content of posts and not on the people making them.
2. We encourage that our online community seek to understand all sides of an issue and fully read and investigate even if that position varies from their own.
3. Please extend the benefit of the doubt to others; there's no such thing as a silly question and we do not condone attempts to ostracize or shame views that are dissimilar.
4. Please be mindful that social media is a public space. Do not post anything that you would not want the world to see, or to know it came from you.
5. Conflicts of Interest - Ethical Standard 1.06. Please keep marketing and solicitation efforts separate. Our goal is to use our platforms as communication, learning, and engaging tools to support our profession and bring as many voices as possible to the forefront. We ask for your help to maintain this goal and that you do not post purely commercial or solicitation messages. Commercial in this context refers, but is not limited to posts in which the primary purpose appears to be advancing the personal, professional, business, or financial interests of any person(s), their beneficiaries, or any professional or personal entity. If you are posting about a tool or service that may be helpful to others in a discussion and the tool or resource compensates you, your business partners, family, and others; or otherwise benefits you in any way, you must disclose the nature of your affiliation with the product or service (i.e., ownership stake, employment status, and referral commission). Please note we reserve the right to remove any such post.

6. **Contradictory opinions and thoughts are welcomed; however, please be thoughtful and respectful** in communicating your position or voicing disagreement. We welcome and encourage discourse and feedback, but personal remarks about the sender are not appropriate. **Comments addressing NASW as an organization, addressing the social work profession, or other systems as a whole are welcome and demonstrate our commitment to our ethics. We define trolling and online harassment as personalized insults, and as threats of physical or social harm or language that is intended to discriminate against or demean individuals and groups.**
- Information posted on the page is publicly available for all to access and comments may be subject to libel, slander, and antitrust laws, among other applicable laws (see further under disclaimer of liability)

**NASW-NYC Chapter staff retains the right to block followers or hide comments without warning when a page follower is in violation of the rules. Our capacity to block users is to protect our communities and is not intended as a silencing tool to limit criticism. We are committed to welcoming all voices and will not silence the voices of social workers and clients impacted by social work. However, if you believe the standards was misapplied to you, please contact NASW NYC Chapter directly to file a grievance at [contactus.naswnyc@socialworkers.org](mailto:contactus.naswnyc@socialworkers.org) with the Subject line 'Social Media Policy Grievance'. We acknowledge that we are human and make mistakes; we might not always make the right call and are willing to re-evaluate decisions.**

### **Disclaimer of Liability**

NASW-NYC is not responsible for the opinions and information posted in the comment section by others. We disclaim all warranties with regard to information posted on our social media pages including our website, Facebook Page, Twitter, or Instagram by NASW or others; this disclaimer includes all implied warranties of merchantability and fitness. In no event shall NASW be liable for any damages, including special, indirect, or consequential damages, resulting from loss of use, data, or profits, in connection with the use or performance of any information posted on our pages. By using our pages, you acknowledge and agree to this disclaimer.

### **Defamation**

All defamatory, discriminatory, abusive, threatening, intimidating, vulgar, or illegal materials are strictly prohibited and will be removed from our platforms. Moreover, please be mindful of the community rules, grievance, formal complaint, and legal action processes set forth by the various social media platforms that we use.

### **Copyright and Acknowledgments**

In alignment with NASW Code of Ethics - Ethical Standard 4.08 - Acknowledging Credit, do not post material that is not your own, without citing and giving credit to the originator(s). Please check applicable laws with regards to stock images and information subject to. Please note that using materials protected by copyright without the expressed permission of the copyright owner(s) may result in you being subject to copyright infringement proceedings by the rightful owners. By posting material, you warrant and represent that you own any copyright to such material or you have received permission from the copyright owner. Referring to an article or news item with typical reference citations, providing a brief quote, or offering a link to legitimate online published content is permissible and strongly encouraged.

### **Antitrust Concerns**

The National Association of Social Workers (NASW) complies with all antitrust laws and reminds all users to guard against activity that could violate these laws. Antitrust laws are broad and complex, but on a very basic level, they operate to prohibit anticompetitive agreements between competitors. Professional associations such as NASW are almost by definition a group

of competitors that have come together to pursue common interests. That is, under antitrust law, social workers can be viewed as competitors. Where their common interests involve agreement on aspects of competition such as rates, salaries, and other issues of the marketplace, the antitrust laws apply. Accordingly, we ask that you do not post any material that:

1. References specific fees charged or paid for professional services
2. Discusses prices, discounts, terms or conditions of sale with regard to vendors or terms and conditions of provider agreements relating to reimbursement levels, bonus payments, and other price or cost-related items
3. Addresses specific current or past salaries or terms of employment relating to a particular employer (although it would be permissible to discuss, for instance, average salaries in a particular region)
4. Attempts to allocate patient markets or encourage collective or coercive activity with regard to third party payers, hospitals, other health care providers, or suppliers
5. Includes information that could be construed to impose a restraint on trade or inhibit free and fair competition
6. Encourages or helps association members to arrive at any agreement, either express or implied, that leads to price fixing, a boycott of another's business, or other conduct intended to illegally restrict free trade

### **Client Privacy/HIPAA**

In order to protect client privacy, we want to remind you of the Ethical Standards of Privacy and Confidentiality - 1.07 as well as Derogatory Language 1.12. If posting about a situation with clients for the purposes of educating others or seeking general guidance, please do not disclose ANY protected health information. Avoid or mask information that might be used to identify the client(s). For instance, refer only to the general region (e.g., Pittsburgh area) rather than a specific town, a general age (e.g., elementary school age) rather than 9-year-old, and avoid specific identifiers (e.g., he is a Hispanic professor of archeology). In most cases, it is not necessary to identify where someone is located, their professional background, and other such identifiers. Please be mindful that some people turn location on their social media so it may be possible for others to know where you are located and where you work if you share that information. Please be mindful of our duty to protect our clients.