ASPN Social Media Policy

Date: Feb 7, 2017

Purpose: To provide guidelines and recommendations for content distributed via ASPN social networks to ensure a consistent message and image for ASPN on social media.

1. Posted content should be relevant to the practice of pediatric nephrology (clinical, research, education, or patient interest). Examples may include:
   1. Journal articles, particularly those authored by ASPN members
   2. Nephrology grant opportunities
   3. Professional meeting and abstract deadline announcements
   4. Nephrology online journal club announcements (#NephJC, #IPNAJJC)
   5. Educational seminar announcements (ASPN pathology webinars, etc)
   6. Pediatric nephrology advocacy/public policy content
   7. ASPN committee generated content
2. Retweets or shared content should be minimized. Content should be repackaged as ASPN generated content.
   1. Exceptions to this may occur during professional meetings (PAS/ASPN) when retweets/sharing of content related to presentations is acceptable.
3. Do not give medical advice using social media. Direct individuals with health inquiries to an appropriate hospital or clinic.
4. The Health Insurance Portability and Accountability Act (HIPAA) regulations apply to comments made on social and online media and violators are subject to the same federal prosecution as with other HIPAA violations. Avoid HIPAA violations in posted content.
5. Avoid potentially controversial topics unless approved by ASPN council (for example, politics).