

## **AHLA SOCIAL MEDIA POLICY**

Social media—such as Twitter, LinkedIn, Facebook, blogs and Wikis—deliver content to a large number of people in an instant. The immediacy of the medium provides great opportunity, as well as risk, to both the media administrator and the user. This document provides rules and best practices regarding the use of AHLA social media. AHLA reserves the right to remove content for any reason from any AHLA social media, including content deemed not to comply with this policy.

### **Requirements for Using AHLA Social Media**

Anyone who posts to any social media that is created, maintained or endorsed by AHLA agrees to comply with the following requirements:

- Follow AHLA Publication Guidelines for information published/posted online through AHLA social media.
- Do not violate any applicable laws and regulations.
- Do not transmit material that is unlawful, disruptive, threatening, abusive, harassing, knowingly false, or that otherwise inappropriately reflects in a negative way the reputation of AHLA.
- Do not knowingly create or forward a communication that contains a computer virus.
- Do not engage in political lobbying through any AHLA social media site.
- Do not post advertisements or solicitations of any kind. This includes posting information about meetings or seeking speakers, authors or contributors to meetings or publications of organizations other than AHLA. This also includes messages about your personal experience handling particular types of matters, and postings regarding job openings.
- Anyone who posts ads or solicitations without authorization from AHLA may be removed from AHLA social media. Email [webmaster@healthlawyers.org](mailto:webmaster@healthlawyers.org) to obtain permission.

### **Best Practices for Use of Social Media**

These basic "rules of thumb" are useful guidance for AHLA users in their use of AHLA social media.

- Review and follow any AHLA guidelines applicable to the particular medium, such as "Twitter Guidelines for Practice Groups," and the "Group Rules" on AHLA LinkedIn groups.
- Always identify yourself and your affiliation.
- Be respectful and professional.
- Be accurate and factual in your communications through social media.
- Assume you will be personally liable for everything you do through social media. For example, you may be held personally liable for defamation.
- Assume nothing is confidential. Most postings using social media can be

accessed by or forwarded to others.

- Limit your communication through social media to items that would be appropriate for any business colleague to read or see.
- Use disclaimers when appropriate (e.g., "This does not express the views of my employer, General Hospital").
- Disclose conflicts of interest.
- Do not share confidential or proprietary information without authorization.
- Do not state or imply that your communication is approved or endorsed by AHLA (unless it actually is).

Approved by the AHLA Quality Council, May 3, 2012