



Social Media Guidelines

Approved November 2025

ASPHO recognizes that social media is a relevant communication channel for highlighting the Society's value in the subspecialty by informing and engaging professionals in a manner consistent with the organization's mission, values, and goals. The organization supports open, transparent, ethical, and accurate communications, and the social media guidelines are designed to ensure that the social media experience is a welcoming and professional experience for all.

The Society will carefully and responsibly sponsor and participate in social media sites, while protecting the organization's and members' best interests. The social media accounts are maintained by staff and fall under the purview of the Member Engagement Committee.

Best practices are maintained by adhering to Society policies. The organization has administrative rights on its social media platforms to avoid misuse and potential organizational misunderstanding. It is important that the social media platforms reflect and promote the Society's mission and vision and are utilized with the same care as other communication mediums. ASPHO regularly monitors its social media sites for comments and questions and reserves the right to terminate the participation of any individual who does not abide by these guidelines and/or delete posts and entries of such volunteers on the organization's social media sites.

The following best practices must be adhered to by individuals who participate on the Society's social media sites, either as a volunteer or staff steward of the Society or as an external individual from the subspecialty:

- Identify yourself by name and do not post anonymously or pretend to be someone else.
- Be respectful and courteous. All defamatory, abusive, profane, threatening, offensive language or posts that contain language attacking other individuals or ideas are not permitted and will be removed from the page along with the user.
- Be clear that the opinion you express is your own and be respectful of others' opinions. Other than staff and the appointed social media ambassador volunteer(s), comments posted by individuals do not necessarily represent the views of the organization. Additionally, a comment by the organization on a post does not reflect endorsement. Our aim is to foster dialogue with the subspecialty community.
- Provide accurate information. Intellectual property rights apply to postings on social media. Do not post or distribute files, articles, images, or other information subject to trademark, copyright, or other proprietary rights, except with the express consent of the owner of the rights. For example, one should not copy the text of a newspaper story and post it on social media, even if the individual doing the posting is the subject of or otherwise featured in the copied work. The prudent approach is to share a link to the material, rather than copying it.

- Provide context about what you're posting and why. When sharing online, even by reposting or retweeting something that someone else has shared, it is important to provide context about what is posted and why.
- Social media sites are not to be used for posting commercial messages, advertising or selling goods or services or for any illegal purpose.
- Be mindful that anything you post has the potential to reflect on you, your image, the Society and its image.
- The organization is subject to laws regarding political speech. As a 501c (3) organization, it cannot endorse, oppose or contribute to political candidates.

Additionally, appointed individuals communicating as stewards of the Society, including staff, leadership, volunteers must also be aware that:

- No volunteer leader may use his or her Society title or other designation (e.g., President, Committee Chair, SIG Chair, etc.) in any communication posted on a social media site without the express written consent of the Society.
- No volunteer may establish a social media account that uses the name or logo without the prior written consent of the Society.
- Volunteers who are unclear about the appropriateness of a post or comment to be published online should review this policy for guidance and, if they still have questions, contact the Society for clarification.
- The Society reserves the right to terminate the participation of any volunteer who does not abide by these terms and/or delete posts and entries of such volunteers on the organization's social media sites.