

MAINE DIETETIC ASSOCIATION

SOCIAL NETWORKING / MEDIA POLICY

Purpose:

MDA recognizes the social media sites such as You Tube, Twitter, Facebook, blogs and collaborative web-based discussion forums can be effective tools to promote the organization's visibility, maintain communications with current and prospective members, customers, business partners, affiliates, subsidiaries, and the general public, and to communicate MDA business and items of interest to the MDA membership.

MDA seeks to ensure that the use of such communications serves the organization's needs, maintains brand identity, integrity and reputation while minimizing actual or potential legal risks.

Policies and Guidelines:

The following policies and guidelines regarding use of social media will apply to all MDA members who utilize the affiliate's social media outlets.

1. MDA-authorized, -sponsored, or –affiliated blogs or other social media sites are used to:
 - a. engage membership and potential members
 - b. obtain feedback, exchange ideas, or share insights regarding the industry
 - c. respond to breaking news or negative publicity
 - d. discuss member-only events and community events

2. Members will be held personally responsible for their postings on MDA social media sites and must always comply with policies and guidelines set forth by MDA. Members who want to post comments in response to content on the MDA social network sites must identify themselves by name. All comment will be screened by the administrators of the website. Inappropriate comments or material will not be posted and those individuals will be contacted by MDA.

3. Members must not disclose any confidential information entrusted to them by MDA, ADA, or its suppliers, clients, or members. This includes, but is not limited to, MDA or ADA marketing lists, member personal account information, strategic business plans, financial information, or any other proprietary and nonpublic organization information.

4. MDA strongly discourages members from publicly discussing any organization – related matters outside organization-authorized communications.
5. Members cannot use social networks to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against other members or organizations associated with or doing business with MDA.
6. Only administrators designated and authorized by the MDA President can add, delete, edit or otherwise modify content on the MDA social media channels, including any business unit or department social network channel located on the MDA website.
7. MDA reserves the right to use content management tools to monitor, review and block-ban content on organization social network sites that violates the MDA social networking policies and guidelines.
8. Members are requested to report violations of the MDA social media policies and guidelines to MDA.