



American Association of
NURSE ANESTHESIOLOGY

AANA Volunteer Social Media Policy

This policy governs social media usage for AANA committee members. Posting on social media can help AANA expand its reach and increase its impact by helping to raise awareness about the mission and work of the AANA and its members, building a sense of community among members and potential members, and helping to improve the awareness and advocacy for Nurse Anesthesiology.

However, the use of social media while serving on the AANA committees carries with it certain risks and responsibilities. To assist in making responsible decisions, these guidelines for appropriate use of social media shall be followed. Social Media includes online platforms that enable people to communicate and facilitate activities such as professional or social networking, posting opinions or commentary, and sharing pictures, audio, video, or other content. Social Media includes personal websites and all types of online communications, including but not limited to Facebook, Instagram, SnapChat, LinkedIn, Twitter, YouTube, TikTok, FaceTime and/or blogs.

This policy is in addition to (i.e., it does not replace) AANA's other existing policies, including policies prohibiting discrimination and harassment, breach of confidentiality, conflict of interest and any other committee related policies. AANA committee volunteers who utilize social media must:

- **Protect confidential information** - must maintain the confidentiality of the committee closed/executive sessions discussions which are deemed not appropriate for sharing.
- **Abide by the law** – do not engage in activities that violate applicable federal and state law when using social media. Volunteers must also abide by the laws governing copyright and fair use of copyrighted material owned by others, including AANA logos, marks and other intellectual property.
- **Be respectful** - do not use social media to harass, bully, threaten, or discriminate against colleagues, staff, or others.
- **Signature Block** – AANA prohibits the explicit use of the organization name and your title in any communication not related to your role and responsibilities at the AANA. This guideline includes all email signatures.
- **Expressing Personal Opinions** – while serving as an AANA volunteer do not post anything in the name of AANA or in a manner that could reasonably be attributed to AANA without prior authorization. Volunteer members posting comments online related to committee work or AANA should make clear that they are not speaking on behalf of AANA.
- **Political discussions or endorsements** – may not connect your AANA affiliation, including, but not limited to, your signature block or any social media page that identifies you as a committee member, to your personal non-AANA local, national or global elections political discussions or endorsement while serving as a volunteer.
- **Speaking with one voice** - Differences between volunteer members must be respected and encouraged during discussion. Once a decision is made by the committee, dissenting opinions should not be shared on social media platforms.

- **AANA Marketing & Public Relations** – The Marketing and PR departments are staffed by professionals who have oversight of AANA’s media relations. Volunteers are encouraged to post and utilize brand guidelines and maintain credibility through accurate information. Note or correct any mistakes when posting AANA information or news.
- **Avoid Deliberating AANA Committee Business with a Quorum** – Volunteers should not use social media as a vehicle for discussing AANA business/ session discussions with a quorum.

Volunteer members who fail to follow this policy may be subject to disciplinary action, up to and including possible removal from volunteer/elected position.

*AANA Board of Directors
Adopted: November 2022*