

## PUBLIC RELATIONS POLICIES

### 1. Social Media Policy – *See AOPT flow sheet for external communication or messaging*

#### 1.1. Policy Statement:

Social media may be used on behalf of the Academy of Orthopaedic Physical Therapy (AOPT) to promote or conduct the business of the AOPT in support of its strategic plan. The President (or their designee) of the AOPT is the only official spokesperson for the AOPT.

#### 1.2. Purpose:

The purpose of this policy is to provide guidelines and use examples for posting to social media on behalf of the Academy.

#### 1.3. Ability to Post on Social Media

The AOPT Staff, PR Committee Chair, and one PR Committee member designated by the PR Committee Chair shall have privileges to post on the AOPT's public Social Media accounts.

#### 1.4. Review of Social Media Content

1.4.1. In the case of a social media post, the PR Chair will be available to review staff postings on an as-needed basis. In this sense, the PR Chair will be the liaison to the Academy Staff for all matters related to social media. The PR Committee Chair should consult with the Board Liaison as needed to ensure that all public messaging is consistent with AOPT bylaws, policies and procedures. All social media content should conform to the AOPT's Brand Standards Guide.

1.4.1.1. The following topics will be considered examples of inappropriate social media posts not related to Academy of Orthopaedic Physical Therapy business;

- posts that do not reflect the professional presence and brand of the Academy of Orthopaedic Physical Therapy,
- posts with lewd and inappropriate language or photos,
- posts of inflammatory nature,
- posts containing private or confidential information, and
- posts violating laws, rules or regulations.

This list is for example only, and not meant to be exhaustive.

#### 1.5. The PR Committee will assist with the development of SIG and EIG private **(Closed)**

Facebook group page set-up or other comparable social media platforms, so long as the content is confined to the SIG and EIG members. It is up to the respective SIG and EIG to monitor, update and/or add and delete members.

1.5.1.1.1. The SIG and EIG will monitor specifically for inappropriate communication as laid out above in 1.4.1.1.

1.5.1.1.2. The PR Committee Chair will be included as an administrator of all SIG and EIG Facebook pages.

1.5.1.1.3. SIG and EIG Presidents may request a public social media post through the Academy Staff or the PR Committee Chairperson

#### 1.6. Deleting Social Media Posts

1.6.1. Social Media posts are very difficult to delete entirely. Twitter.com and Facebook.com allow the deletion of posts or tweets. Deletion, however, removes the post only from the original site, and perhaps some other Twitter clients. Tweets that have been retweeted or reposted/shared elsewhere will still remain publicly visible.

1.6.2. If anyone believes a post should be deleted, contact AOPT staff and/or Public Relations Committee Chair.

1.6.3. All members, committees, and SIG are prohibited from indicating in private social media pages that the Academy of Orthopaedic Physical Therapy supports or condones the postings or content on the private media page without the prior written approval of Academy of Orthopaedic Physical Therapy

#### 1.7. Privacy

1.7.1. Individuals posting to social media on behalf of the Academy of Orthopaedic Physical Therapy should not post any opinions or personal information about themselves or colleagues unless they have permission to do so.