

## **OLCA WEBSITE AND SOCIAL MEDIA ACCOUNT USAGE POLICY**

This policy provides guidance for member use of the Ohio Lactation Consultant Association (OLCA) Website, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

### **PROCEDURES**

The following principles apply to professional use of the OLCA Website and social media accounts on behalf of OLCA as well as personal use of the OLCA Website and social media accounts when referencing OLCA.

- Members should be aware of the effect their actions may have on their images, as well as OLCA's image. The information that members post or publish may be public information for a long time.
- Members should be aware that OLCA may observe content and information made available by members through the OLCA Website and social media accounts. Members should use their best judgment in posting material that is neither inappropriate nor harmful to OLCA, its members, or other users.
- Although not an exclusive list, some specific examples of prohibited the OLCA Website and social media accounts conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, members should check with a member of the OLCA Executive Board.
- The OLCA Website and social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Members should refer these inquiries to authorized OLCA spokespersons.
- If members find or encounter a situation while using the OLCA Website and social media accounts that threatens to become antagonistic, members should disengage from the dialogue in a polite manner and seek the advice of the OLCA Web Editor, Forum Moderator, or a member of the OLCA Executive Board.
- Members should get appropriate permission before referring to or posting images of current or former members, patients or clients. Additionally, members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Members who violate this policy will receive a written (electronic) warning. A second violation will result in the loss of ability to post, comment, upload images, etc., for a period of \_\_\_\_\_ days. Further violations will be referred to the Executive Board for appropriate action.