Social Media Policy
For members of The Association for IEMT Practitioners

Recommendations and guidelines for accepted social media practices

Prepared June 2019
Check for updates annually
Social media policy

Context and overview

Key details

- Policy prepared by: Andrew T. Austin (director)
- Approved on: 20th November 2017
- Policy became operational on: 20th November 2017
- Next review date: 1st November 2018

Introduction

This social media policy describes the rules and guidelines governing use of social media by members of The Association for IEMT Practitioners.

It sets out how members must behave when using social media.

This policy should be read alongside other key policies outlined in the members handbook.

Why this policy exists

Social media can bring significant benefits to Association members and is particularly beneficial for building relationships with current and potential client marketplaces.

However, it’s important that members who use social media in connection with the status as a member of the Association for IEMT Practitioners, whether as a trainer or practitioner do so in a way that enhances other Association members prospects.

A misjudged status update can generate complaints or damage the Association’s reputation and the affect other practitioners of IEMT.

There are also security and data protection issues to consider.

This policy advises how members can use social media safely and effectively.

Policy scope

This policy applies to all members of The Association for IEMT Practitioners who use social media in connection with their IEMT practices — no matter whether for business or personal reasons.

It applies in all contexts of social media posting.

Social media sites and services include (but are not limited to):

- Popular social networks like Twitter and Facebook
- Online review websites like Reevoo and Trustpilot
• Sharing and discussion sites like Delicious and Reddit
• Photographic social networks like Flickr and Instagram
• Question and answer social networks like Quora and Yahoo Answers
• Professional social networks like LinkedIn and Sunzu

General social media guidelines

The power of social media

The Association for IEMT Practitioners recognises that social media offers a platform for members to perform marketing, stay connected with customers and build their profile online.

We also recognise that careers and organisations can be brought down with a single tweet or misplaced comment. As a result, every member has a vested interest in other member’s online behaviour.

The Association also believes that its members should be involved in industry conversations on social networks. Social media is an excellent way for members to make useful connections, share ideas and shape discussions.

The Association therefore encourages its members to use social media to support the Association’s goals and objectives.

Basic advice

Regardless of which social networks members are using, or whether they’re using business or personal accounts, following these simple rules helps avoid the most common pitfalls:

• **Know the social network.** Members should spend time becoming familiar with the social network before contributing. It’s important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.

• **If unsure, don’t post it.** Members should stay on the side of caution when posting to social networks. If a member feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it. Members can always consult the Association for advice.

• **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Members should adopt the same level of courtesy used when communicating via email.

• **Look out for security threats.** Members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.

• **Don’t make promises without checking.** Some social networks are very public, so members should not make any commitments or promises on behalf
of The Association for IEMT Practitioners without checking that the Association can deliver on the promises. Please direct any enquiries to The Association for IEMT Practitioners.

- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, members should handle further communications via the most appropriate channel — usually email or telephone.

- **Don't escalate things.** It’s easy to post a quick response to a contentious status update and then regret it. Members should always take the time to think before responding, and hold back if they are in any doubt at all.

### Use of The Association’s social media accounts

This part of the social media policy covers all use of social media accounts owned and run by the Association. This also includes all accounts created by members in the Association’s name or using the terms Integral Eye Movement Therapy/Technique and IEMT.

### Authorised users

Only people who have been authorised to use the Association’s social networking accounts may do so.

Authorisation is usually provided by the The Association for IEMT Practitioners. It is typically granted when social media-related tasks form an essential part of a member’s job. The director for the Association reserves the right to terminate these privileges without notice for their misuse.

Allowing only designated people to use the accounts ensures the Association’s social media presence is consistent and cohesive.

### Creating social media accounts

New social media accounts in the Association’s name must not be created unless approved by the The Association for IEMT Practitioners.

The Association operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.

If there is a case to be made for opening a new account, members should raise this with The Association for IEMT Practitioners.

### Purpose of Association social media accounts

The Association for IEMT Practitioners’ social media accounts may be used for many different purposes.

In general, members should only post updates, messages or otherwise use these accounts when that use is clearly in line with the Association’s overall objectives.
For instance, members may use Association social media accounts to:

- Respond to customer enquiries and requests for help
- Share blog posts, articles and other content suited to IEMT practitioners and other interested parties
- Share insightful articles, videos, media and other content relevant to the business, but created by others
- Provide fans or followers with an insight into what goes on at the Association
- Promote marketing campaigns and special offers
- Support new product launches and other initiatives

Social media is a powerful tool that changes quickly. Members are encouraged to think of new ways to use it, and to put those ideas to the The Association for IEMT Practitioners.

**Inappropriate content and uses**

Association social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the Association into disrepute.

When sharing an interesting blog post, article or piece of content, members should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

**Use of personal social media accounts for work**

**The value of social media**

The Association for IEMT Practitioners recognises that members’ personal social media accounts can generate a number of benefits. For instance:

- Members can make industry contacts that may be useful in their jobs
- Members can discover content to help them learn and develop in their role
- By posting about the Association, members can help to build the business’ profile online

**Personal social media rules**

**Talking about the Association:**

- Members should ensure it is clear that their social media account does not represent The Association for IEMT Practitioners’ views or opinions.
- Members may wish to include a disclaimer in social media profiles or postings: ‘The views expressed are my own and do not reflect the views of The Association for IEMT Practitioners.’
Safe, responsible social media use

Users must not:

• Create or transmit material that might be defamatory or incur liability for the Association.

• Post message, status updates or links to material or content that is inappropriate.

   Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to the promotion of cults, gambling and illegal drugs.

   This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

• Use social media for any illegal or criminal activities.

• Send offensive or harassing material to others via social media.

• Broadcast unsolicited views on social, political, religious or other non-business related matters.

• Send or post messages or material that could damage The Association for IEMT Practitioners’ image or reputation.

• Interact with The Association for IEMT Practitioners’s competitors in any ways which could be interpreted as being offensive, disrespectful or rude.

• Discuss colleagues, clients, trainees, competitors, customers or suppliers without their approval.

• Post, upload, forward or link to spam, junk email or chain emails and messages.

Copyright

The Association for IEMT Practitioners respects and operates within copyright laws. Under no circumstances may members use social media to:

• Publish or share any copyrighted software, media or any material owned by third parties, unless permitted by that third party.

   If members wish to share content published on another website, they are free to do so if that website has obvious sharing buttons or functions on it.

• Share links to illegal copies of music, films, games or other software.
Security and data protection

Members should be aware of the security and data protection issues that can arise from using social networks.

Maintain confidentiality

Users must not:

• Share or link to any content or information owned by the Association or other members that could be considered confidential or commercially sensitive.

  This might include sales figures, details of key customers, or information about future strategy or marketing campaigns.

• Share or link to any content or information owned by another Association or person that could be considered confidential or commercially sensitive.

  For example, if a competitor’s marketing strategy was leaked online, members of The Association for IEMT Practitioners should not mention it on social media.

• Share or link to data in any way that could breach the Association’s data protection policy.

Protect social accounts

• Association social media accounts should be protected by strong passwords that are changed regularly and shared only with authorised users.

• Wherever possible, members should use two-factor authentication (often called mobile phone verification) to safeguard Association accounts.

• Members must not use a new piece of software, app or service with any of the Association’s social media accounts without receiving approval from the The Association for IEMT Practitioners.

Avoid social scams

• Members should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the Association or its customers.

  Members should never reveal sensitive details through social media channels. Customer identities must always be verified in the usual way before any account information is shared or discussed.

• Members should avoid clicking links in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.
Policy enforcement

Monitoring social media use

The Association reserves the right to monitor how social networks are used by its members. We invite feedback from Association members and members of the public to let us know in confidence should an Association members online conduct cause them concern. Where necessary we will make appropriate recommendations to the member whose online conduct has been brought into question.

Additionally, all data relating to social networks written, sent or received through the Association’s computer systems is part of official The Association for IEMT Practitioners records.

The Association can be legally compelled to show that information to law enforcement agencies or other parties.

Potential sanctions

Knowingly breaching this social media policy can be a serious matter that can have far reaching consequences for all members. Therefore users who do so will be subject to sanction, up to and including termination of membership, use of the logos and licence to practice IEMT.

Members, contractors and other users may also be held personally liable for violating this policy.

Where appropriate and necessary, the Association will involve the police or other law enforcement agencies in relation to breaches of this policy.