

NAEMT Operational Policy

Social media guidelines and policies

NAEMT enthusiastically supports the exploration and use of social media tools and emerging technologies, and we encourage NAEMT members and other EMS professionals using our sites to do the same.

Those who do are asked to adhere to the following **guidelines**.

1. Participate - NAEMT's use of social media is increasingly important given the rapid evolution of these tools. Staying relevant to our members and the EMS community means, in part, that we must stay current on emerging technologies. Our interest in participating in social media is to meet our members (and future members) wherever they are, and to develop and enhance relationships with members and stakeholders involved in the EMS profession.

While the decision to participate is up to each individual, site users are encouraged to explore all forms of social media and find the one(s) that best fit their needs. Please remember that public social networks are not private. Some may be open only to invited or approved members but even then, users should not expect privacy among the members. Site users should assume that anything they post will be seen, read, and open for comment. Anything they say, post, link to, comment on, upload, etc., can and may be used against them by their peers, colleagues, employer, potential employers, fellow members, and so on.

2. Be smart and safe - Here are a few generally accepted guidelines to consider when using social media.

- First and foremost, remember you are representing the EMS profession and our organization. Your conduct should be consistent with our mission, values and strategic goals.
- You are personally responsible for the content you post. Remember that what you post often can be viewed by both personal and professional contacts. Post responsibly, and protect your privacy.
- If you publish content related to NAEMT on any non-NAEMT site, identify yourself and use a disclaimer such as, "The views in this post are my own and not necessarily those of NAEMT."
- Do not publish any confidential or proprietary information on a social site.
- Do not discuss other NAEMT members, clients, vendors or other partners without their approval.
- Link back to the original source whenever possible.
- Be nice. Don't use insults, obscenity, or racial, ethnic or gender slurs. Don't pick fights or do anything that you would not feel comfortable doing in your workplace. Keeping criticism on an objective basis that is factually verifiable and skipping personal commentary about character, competence or motive minimizes legal risk.
- Be yourself. Do not post anonymously or use pseudonyms.
- Be aware of and respect copyright, fair use and financial disclosure laws.

- Contribute to the knowledge pool. Whenever possible, post content that adds value to your social friends and followers.
- Use your best judgment. If you aren't sure whether what you are about to post is appropriate, review it carefully and question what you've written with an objective mind.
- If you are still unsure, ask NAEMT Headquarters at 1-800-34-NAEMT or info@naemt.org. Remember, though, that you are solely responsible for what you post in any social media format.
- Own up to your mistakes. If you have made an error, say so -- but do not alter the original text of the incorrect post. Instead, add an update in which you explain and correct the error.
- Most importantly explore and have fun! Experiment with the tools and think about how they might be used to benefit NAEMT and our members. Share resources, insights, opinions and advice with your followers and ask the same of them.

NAEMT Social Networking Policies

As a 501(c)(6) not-for-profit organization, NAEMT must adhere to certain laws and regulations. Failure to do so could affect NAEMT's tax-exempt status. Official actions by NAEMT can be reviewed by the IRS and held against us. Therefore, NAEMT must, to the extent it can, monitor and control those actions that could be found to be illegal.

The following **policies** have been established to apply to all NAEMT social media.

1. Only those social media sites created by NAEMT are official NAEMT social media sites.
2. All official NAEMT sites shall be monitored by an administrator designated by NAEMT who has the authority to remove content and/or people who violate these policies.
3. Official NAEMT sites shall not be used for illegal purposes, including but not limited to defamation, violation of intellectual property laws, violation of antitrust or unfair competition laws or violation of criminal laws.
4. Participants must not intentionally interfere with or disrupt others from participating on official NAEMT sites. This includes, but is not limited to, distribution of unsolicited advertisements, chain letters, other propagation, or computer worms or viruses.
5. Official NAEMT sites may not be used to campaign or announce one's intention to run for any elected position, or to endorse any candidates for NAEMT's Board, committees or other appointed positions.
6. Copyrights must be respected. Referring to an article or news item with typical reference citations, providing a brief quote, or offering a link to legitimate online published content is permissible. Participants may not post a full-text version of published material to any official NAEMT site.
7. Personal attacks and characterizations that question a person's motives or qualifications is not permissible on any official NAEMT site and will be immediately removed, if posted. There is a substantial difference between disagreeing with how someone did their research or treated a patient and accusing the person of fraud or incompetence. Negative statements that impugn someone's professional qualifications can cause substantial economic and emotional damage and will be removed.

8. Official NAEMT sites shall not be used for commercial purposes (i.e., to advance the business or financial interests of any person or entity, or otherwise to promote a financial transaction for the benefit of the author directly or indirectly). Examples of prohibited communications include advertisements for products or services, notices regarding rental of office space, or direct solicitations of site participants to purchase products or services.
9. Postings on official NAEMT sites shall refrain from electioneering or endorsing a candidate for federal, state, or local political office which can jeopardize NAEMT's tax exempt status.
10. By posting content on official NAEMT sites, participants are granting NAEMT a royalty-free, perpetual, irrevocable, non-exclusive right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform and display such postings (in whole or part) worldwide and/or to incorporate it in other works in any form, media, or technology now known or later developed in any manner consistent with NAEMT's business objectives.
11. Participants understand that posting on any official NAEMT site is solely at their own risk. NAEMT expressly disclaims all warranties of any kind with respect to our sites, whether express or implied, including implied warranties of merchantability, fitness for a particular purpose, title and non-infringement. NAEMT makes no warranty that the sites and/or any content therein will meet participants requirements, secure, current, accurate, complete or error-free or that the results that may be obtained by use of the sites and/or any content therein will be accurate or reliable. Participants understand and acknowledge that their sole and exclusive remedy with respect to any defect in or dissatisfaction with the sites is to cease using the sites.
12. Participants understand that they shall be personally responsible for uploading, posting, e-mailing or otherwise transmitting content, data, information or other materials (collectively, "User Content") for display on official NAEMT sites. Participants shall also be responsible for complying with all third party rights with respect to all such User Content that appears on the sites and not to download, email or otherwise transmit such User Content in violation of such third party's rights. By posting User Content to official NAEMT sites, participants automatically grant, or warrant that the owner of such Content has expressly granted, the royalty-free, perpetual, irrevocable, non-exclusive right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform and display such User Content (in whole or part) worldwide and/or to incorporate it in other works in any form, media, or technology now known or later developed for the full term of any rights that may exist in such User Content.
13. Participants are expressly prohibited from posting any User Content that is unlawful, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, sexually explicit, profane, hateful, racial, ethnic or otherwise objectionable material of any kind, including without limitation, any material that encourages conduct that would constitute a criminal offense, give rise to civil liability, or otherwise violate any applicable local, state, national or international law (collectively, "Prohibited Conduct"). Prohibited Conduct expressly includes any transmission to people or other entities on mailing lists that you do not have full rights to use.
14. Participants represent and warrant that their use of official NAEMT sites shall comply with all applicable laws, regulations and ordinances and acknowledge that they are solely

responsible for any liabilities, fines, penalties or forfeitures occasioned by any such violations or lack of rights.

15. NAEMT shall have the right, in its sole discretion, to review, refuse, monitor, edit or remove any Content and/or User Content that is available on any official NAEMT sites. NAEMT expressly disclaims all responsibility or liability to you or any other person or entity for the performance or nonperformance of such Content and/or User Content review.
16. Official NAEMT sites may provide, or third parties may provide, links to other social media sites. Participants acknowledge and agree that such links are provided for their convenience and do not reflect any endorsement by NAEMT with respect to the provider of such link or the quality, reliability or any other characteristic or feature of such link and NAEMT is not responsible in any manner (including without limitation with respect to any loss or injury you may suffer) for any matter associated with the link, including without limitation, the content provided on or through any such link or your reliance thereon.
17. Participants understand and agree that NAEMT may from time to time establish and revise practices and limitations concerning its official social media sites.

Adopted: September 14, 2012