

## VOLUNTEER SOCIAL MEDIA POLICY

### Rationale

Social media helps us share important messages and provides additional opportunities to engage in a two-way dialogue with candidates, diplomates, healthcare thought leaders and colleagues. We also use social media to articulate the value of board certification and establish our leadership on issues related to board certification for anesthesiologists. Our volunteers play a key role in helping us advance our mission and are leaders within the field. Social media is a tool you can use to help us expand our mission and articulate the value of your work with the Board to our diplomates, candidates and the public.

### Channels

Here are links to our current social media properties:

Twitter (@ABAPhysicians): <https://twitter.com/AbaPhysicians>

Facebook: <https://www.facebook.com/AmericanBoardAnesthesiology>

LinkedIn: <https://www.linkedin.com/company/the-american-board-of-anesthesiology/>

Instagram: @ABAPhysicians

### Posting Guidelines

The following guidelines are meant to set expectations for our volunteers when creating and sharing messages about their work with the Board. The Marketing and Communications team will monitor and evaluate posts to ensure they are within guidelines.

#### What to Do

- We encourage you to follow us on our platforms and share, like and comment on our posts
- Share messages about our programs (visit our website or ask us about program details so you can provide the most accurate and up-to-date information)
- Link to our website, journals articles or other relevant public resources when you can to help spread accurate information
- Tag us in your anesthesiology-specific posts (e.g., institution pictures, specialty best practices, research, awards, etc.)
- Share posts about your volunteer experience without disclosing privileged information (e.g., candidates' names, exam forms, question development documents or images, etc.)

## What Not to Do

- Do not mention the ABA in posts that:
  - Are irrelevant to us, anesthesiology, medicine and healthcare
  - Contain abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups
  - Are personal or blanket allegations against organizations or individuals
  - Promote or oppose services, products, political campaigns, political candidates, ballot propositions or legislative proposals
  - Include gratuitous links to sites viewed as spam
  - Include personally identifiable information, such as social security numbers, addresses and telephone numbers
- Do not share the following privileged information:
  - Photographs, videos or any information about candidates
  - Photographs or videos of the SOE, OSCE or OSCE scoring rooms
  - Exam questions or specific scoring information
- Messages that violate posting guidelines will be removed. Volunteers who repeatedly violate the guidelines will be blocked from posting on our social media properties.

If you have any questions, please contact Kara Sabatino at [kara.sabatino@theaba.org](mailto:kara.sabatino@theaba.org).