



Social Networking Policy

Approved ACP Board of Directors August 2009

The College is committed to exploring and developing social media networks for the growing audience of ACP members and to advance the mission of the College to the public. The College will pursue social media outlets carefully and responsibly, while protecting the organization's and members' best interests. The objectives of the ACP social network strategy are to:

- Leverage social media networks, such as Twitter and Facebook, to add value to ACP membership.
- Build the College's brand within the profession and with the public.
- Inform and educate the public about prosthodontics and the benefits of seeking care from a prosthodontist.
- Drive patients to members' practices.
- Utilize social media networks for recruitment and retention of ACP members.

If ACP Officers, Board members, members, and employees identify themselves as representatives of the College, everything these individuals post on an ACP sponsored social network site has the potential to reflect on the College and its image. ACP social network users may not reference any clients, customers, or partners without obtaining their express permission to do so, and they may not endorse products and services in the name of the ACP.

If ACP social networking users identify themselves as representatives of the ACP in their own personal blogs and other personal posts, they must post disclaimers that make it clear that the opinions expressed are solely those of the author and do not represent the views of the ACP.

Violation of this policy by ACP employees can result in disciplinary action, up to and including termination, and described in the ACP's Employee Handbook.

The following guidelines must be followed by ACP social network users:

- Any messages that might be perceived as the "voice" or position of the College must be approved by the Executive Committee.
- Any identification of the author, including usernames, pictures/logos, or "profile" web pages, should not use logos, trademarks, or other intellectual property of the College, without the express approval of the ACP.
- The ACP reserves the right to delete posts and entries on all of its social network sites.

- ACP social network users should not disclose any confidential or proprietary information of the ACP.
- ACP social networks are open to the public and as such, all ACP social network users will be asked to use common sense in their postings.

The following disclaimer will be posted on ACP social network sites if feasible as advised by ACP legal counsel:

All participants shall be responsible for conducting activities on the ACP Social Media discussion areas in compliance with all applicable laws. Participants agree to act in a professional manner and to not make any postings that contain offensive material, private information (including personal health information) about any other person or material which infringes on the rights of any other person. Participants agree to indemnify and hold the American College of Prosthodontists harmless from any claims or expenses arising from participants' violation of these rules.