

The California Association of Nurse Anesthetists (CANA) Social Media Policy & Procedure

I. SCOPE

Online social media enables individuals to share their insights, express their opinions and share information within the context of a nationally and internationally distributed conversation. Each tool and medium has proper and improper uses. While the California Association of Nurse Anesthetists (CANA) supports the value of these conversations and online interaction, it is important for member-owners, staff, volunteers and representatives to understand what is recommended, expected and required in order to promote CANA's mission online.

CANA's social media work is meant to achieve the following goals:

- Build professionalism and the image of CANA as a powerful and credible professional organization
- Improve the public image of California Nurse Anesthetists as professionals
- Increase the image of CANA as a valued and trusted organization
- Promote CANA meetings and services
- Engage the nurse anesthetist community in discussions to build overall community
- Build community and recognition for the CANA E-journal and Newsletter
- Grow CANA membership and relevance
- Change practice through advocacy and dissemination of information, e.g., the CANA Legal Fund, Semi-Annual Meetings, etc.
- Create a culture of philanthropy, e.g., the Planned Giving Fund, etc.

The purpose of this policy and procedure is to increase clarity and compliance among CANA member-owners, staff, volunteers and representatives regarding how they function independently and collectively with the multiple types of social media platforms utilized by CANA. Abiding with this social media policy will also help protect the organization from potential liability. Policy governing the behavior of CANA member-owners, staff, volunteers and representatives as it relates to social media use is contained in the CANA Privacy Policy.

CANA's social media platforms are hosted by Facebook® and a public/password-protected private website, canainc.org. The social media target community is the nurse anesthetists who work in California and abroad in all areas of surgical venues. The social media community includes lay people, nurse anesthetists and other professionals in related areas.

II. POLICY

The following policy addresses terms of use, oversight of posting and monitoring of material, and the infrastructure of the organization to support social media within CANA.

Terms of Use:

Postings will not:

- Be offensive, threatening, illegal, or inflammatory, defamatory, or hostile
- Promote, or advertise a commercial product or solicit business or membership to other

organizations not approved by CANA

- Contain phone numbers, or email addresses unless approved by CANA
- Infringe on the rights of the organization or any individual or entity to include privacy, intellectual property or publication rights

Handling of posts:

CANA reserves the right to:

- Ban future posts from people who repeatedly violate the terms and conditions
- Remove or edit comments at any time whether they violate terms or not

Oversight of Postings:

The Social Media Administrators (currently Debra Jennings, the CANA IT Chair & CANA Association Manager) are the primary individuals authorized to post on CANA's social media platforms, on behalf of the association. This includes replies to comments and questions. The administrators reserve the right to remove content without notice.

Primary Social Media Administrator: Debra Jennings

Other Administrators: CANA Association Manager & Information Technology Committee Chair

The Other Administrators have the authority to post on behalf of the association and/or in absence of the Primary Social Media Administrator.

Content Approvals and Monitoring Procedures:

Content posted on CANA's social networking sites must be approved and monitored by the following content managers:

CANA Editorial Committee

For additional guidance and/or administrative decisions on social media and its policies, the following individuals are to be consulted:

Rod Martin, Webmaster

Debra Jennings, Social Media Marketer

Practice Committee Director

Public Relations Committee Chair

Final determination on postings remains the responsibility of CANA's Editorial Committee.

A social media task force composed of CANA volunteers within the organization will function with the following purpose: to develop and drive the strategic direction of CANA's social media objectives, goals, and outcomes.

The social media task force team is composed of members of the CANA IT committee, CANA Board of Directors, and student nurse anesthetist volunteers who are responsible for

administering the daily focus and branding of CANA's social media platforms through collaborative work, maintenance, tasks and related activities.

The Social Media Administrators will be responsible for developing measurements to determine how well CANA's social media platforms are achieving the stated goals. These measures will be reported annually. Types of measurements will include, but not be limited to:

- Number of comments per posts
- Number of times posts or comments within posts are removed each month and the reason(s) the posts are removed
- Number of new members generated through social media posts, if possible
- Number and type of complaints
- Number of times and types of posts where there is disagreement about whether to post content or not

III. PROCEDURE

CANA member-owners, volunteers, staff, representatives and social media task force teammates who wish to submit an article, video, information or other content to a CANA social media site must email the information to the Social Media Administrator(s). The Social Media Administrator(s) will send the information to the Editorial Committee for approval.

All persons involved in CANA are responsible for helping identify interesting topics to post and for sharing these ideas with the Social Media Administrators.