

EFP SOCIAL MEDIA POLICY

By Nicola West, Monique Danser & Sharon Legendre

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Introduction

The purpose of this Social Media Policy is to outline how the EFP, employees, providers and volunteers, National Society representatives for the EFP, individuals asked to lecture for the EFP conduct themselves online, hereafter referred to as “EFP representatives”. It helps safeguard brand reputation and encourages employees to responsibly share the EFP’s message. All “EFP representatives” have a duty to ensure that the terms of this Policy are adhered to.

Social Media changes all the time, so this policy is a working document and is meant to set general guidelines and expects all to be cautious, employ common sense and responsibility in the use of social media tools. It will be reviewed and amended as appropriate annually by the President, Secretary General and Treasurer.

Social Media can be defined as “websites and applications that enable users to create and share content or to participate in social networking”. Social Networking is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests.

Social networking websites such as Facebook, Twitter, LinkedIn, Google Plus+, Pinterest, TikTok, YouTube and Tumblr are the most well-known examples of social media, but the term covers other web-based services. Examples include blogs (a contraction of the term web log), audio and video podcasts, ‘wikis’ (such as Wikipedia), message boards, social bookmarking websites (such as del.icio.us), photo, document and video content sharing websites (such as Vine, Instagram and YouTube) and micro-blogging services (such as twitter or FriendFeed).

For the purposes of this policy, social media and social networking are used interchangeably.

These guidelines apply whether EFP representatives are posting to their own sites or commenting on other sites

Social Media Representative duties

- Ensure that this Policy is communicated to all EFP representatives.
- Ensure any reports of inappropriate use of social media are reported to the President, Secretary General and Treasurer Honorary in accordance with this Policy.

EFP Representatives Responsibilities

- Ensure you have read and understood the content of this policy.
- Report any inappropriate use of social media to the Secretary General.

- Make sure you have appropriate privacy settings enabled.
- Consider carefully how you use social media and be mindful of what information you share.

PROCESS

This section details the general principles for EFP representatives and what they should and should not do when using social media.

1. Follow all applicable EFP policies. For example, you must not share confidential or proprietary information about EFP and you must maintain EFP privacy. Among the policies most pertinent to this discussion are those concerning the EFP Code of Conduct.
2. Write in the first person. Where your connection to EFP is apparent, make it clear that you are speaking for yourself and not on behalf of EFP.
3. You are responsible for your actions. We encourage you to get online and have fun, but use sound judgment and common sense.
4. If you identify your affiliation to EFP, your social media activities should be consistent with EFP's high standards of professional conduct.
5. If you communicate in the public internet about EFP or EFP-related matters, you must disclose your connection with the EFP and your role at EFP.
6. Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behaviour reflect poorly on EFP, and may result in liability for you or EFP. Be respectful and professional to fellow Colleagues, employees, business partners and competitors.
7. Ensure that your social media activity does not interfere with your work commitments.
8. EFP does not endorse people, products, services and organizations. EFP accounts should not be used to provide such endorsements. For personal social media accounts where your connection to EFP is apparent, you should be careful to avoid implying that an endorsement of a person or product is on behalf of EFP, rather than a personal endorsement. As an example, LinkedIn users may endorse individuals or companies, but may not use EFP name in connection with the endorsement, state or imply that the endorsement is on behalf of EFP, or state specifically that the endorsement is based on work done at EFP.
9. Unless approved by the Communication team, your social media name, handle and URL should not include EFP's name or logo.
10. The EFP will only post personal content of its members (such as awards or recognition of scientific publications) when they are directly connected with the Federation and has an official public source. The EFP won't promote, sponsor nor engage with any type of personal publication of any of its members.
11. Any periodontal specialist invited to participate of any of the EFP social media initiatives connecting through any of the EFP accounts should sign a conflict of interest form.
12. The guests of any of the EFP initiatives online can be named during their promotion on social media (banners, images, stories, etc.), but their personal and professional profiles won't be tagged. This can be applied for any of the EFP members.
13. The EFP will mention/tag only the National Societies, organizations and partners, when considers appropriated, or post publications in collaboration with them.
14. Any content created for use within the EFP on-line shall remain the property of the EFP unless agreed, in advance, by the CEO or EC. This includes Images, database content, video, audio and text.

15. All on-line activities must be of a representative and appropriated quality of delivery. A data-sheet of which can be obtained from the Press Officer.

Reporting Inappropriate Use

If an EFP representative comes across information contained on social media sites that contravenes this policy, they should report the issue to the Secretary General. All incidents will be investigated by the President, Secretary General and Treasurer, which may include viewing and taking screenshots of the posts in question.

The EFP will not tolerate behavior from EFP representatives which breaches our Social Media Policy. The final decision will be taken by the Secretary General, President and Treasurer.