



Student AVMA Social Media Guidelines

Section 1 Introduction

Social media channels or networks are web-based and mobile platforms that allow the use of online social connections to broadcast communication. With social media, user-generated content is highly accessible online, and is also a powerful digital equivalent of "word-of-mouth." Examples of online social media channels include but are not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.

Student American Veterinary Medical Association (SAVMA) uses selected social media channels to disseminate messages that consistently communicate the mission and values of the association. With this objective in mind, and the understanding that social media has a substantial effect on the organizational and professional reputation of the association, these are guidelines to refer to when posting on behalf of national SAVMA, local SAVMA chapters, or individuals that identify with SAVMA on their social sites.

The goal of this document is to provide general guidelines for individuals posting on SAVMA's behalf either on the National or Local level. A short statement for personal accounts is also included and is intended to serve as a guideline. This is not a regulatory document.

Section 2 Posting on SAVMA's social media sites

SAVMA national executive board officers and approved students using SAVMA's social media sites should practice good judgment and professionalism when representing SAVMA through social media channels by complying with the following guidelines.

The Communications and Public Relations Officer (CPRO) and CPRO Elect will be responsible for posting content to all SAVMA social media sites. Exceptions are in the event of an Instagram Takeover at an ALL For Students event that has been prearranged with the CPRO via the Instagram Takeover Agreement document two weeks prior to the event.

All information posted on SAVMA's social media sites must comply with the SAVMA External Entities policy. Please review this document for more information on posting content from entities outside of the SAVMA family.

Content posted on SAVMA sites should use the SAVMA brand guidelines when possible. These guidelines can be found in the

SAVMA House of Delegate Committees will channel content and information through the official SAVMA social media pages managed by the CPRO and CPRO- Elect or through groups created in association with the SAVMA Facebook page which committee members can be granted "moderator" privileges.

SAVMA Chapters are free to manage their own independent social media channels. However, they are encouraged to use the posting guidelines outlined in this document, as well as follow any social media guidelines provided by their local college or school of veterinary medicine.

A. Protect confidential information

Do not post confidential, health, proprietary or protected information about students, clients, patients or other members of the SAVMA community. Others personal contact information must be protected and may never be shared with the exception of email addresses with permission and with the purpose of relaying SAVMA related information.

B. Moderate comments and discussions

Because of the participatory nature of social media, it is extremely important that other user-generated content posted to our social media platforms are closely monitored. The CPRO, CPRO Elect, and other members of the SAVMA Executive Board and advisory team will watch for off-topic or abusive comments and promptly remove them on SAVMA's main social media sites. It is recommended that SAVMA chapters/groups have someone similarly in charge of monitoring their pages/groups. If you feel your page is being harassed by an outside entity, group or individual, first make sure to address this concern with your local school for assistance. You can also reach out to the SAVMA CPRO who will communicate these concerns with AVMA for any further guidance they may be able to provide.

C. Posting images and video

Images online are easily appropriated by other users. Photos and videos posted to official SAVMA social media platforms must comply with the SAVMA Mission, External Entities Policy, and Photo Licensing Policy. It is always good practice not to post photos that you do not own. Consider reviewing the above SAVMA policies when deciding what to post to local chapter social media platforms.

D. Other important considerations:

Do not post material that infringes on the rights of any third party, this includes intellectual property.

Do not post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous and hateful.

Do not make negative comments about entities.

Do not post jokes or tag games (very popular in social media).

Do not post advertisements or solicitations of business.

Do not post chain letters or pyramid schemes.

Do not impersonate others.

Do not make political or religious statements on SAVMA associated groups/pages.

Stay up to date on statements published by the SAVMA Executive Board and our parent organization, the AVMA, to ensure statements made in SAVMA associated groups or on SAVMA Chapter pages are representative of SAVMA.

Do be respectful.

Do make sure your posts are accurate.

Do make sure you act professional when maintaining a page or group .

Do share posts created on the SAVMA national account to your local SAVMA Chapter pages that you find relevant to your student body.

E. Protect SAVMA's institutional voice

Posts should protect SAVMA's institutional voice. Your local chapter page, committee page or SAVMA group should always have its own identity and should not be misconstrued as representing SAVMA national as a whole. Name and complete the profile for your social media page or group accordingly.

Section 3 Your personal social media accounts

If you identify yourself as a SAVMA member or officer online, make a clear statement that the views expressed in your personal account are not those of the institution. It is recommended you always practice good judgement when posting either on personal social media or through a SAVMA chapter's social media channels. SAVMA seeks to preserve the autonomy of our individual members while also standing as a unified front representing our members as a whole.