

yourmembership[®]
.com

INDUSTRY TRENDS
**POLICY FOR SOCIAL NETWORKING
AND ONLINE ACTIVITY**

Policy for Social Networking and Online Activity

Social networking is any use of Web 2.0 technologies and sites such as blogging, microblogging (Twitter, Plurk), photo sharing (Flickr, Twitpic), video sharing (YouTube, Vimeo), lifecasting (Blog, Qik) and/or networking (LinkedIn, Facebook, Plaxo).

1. **Full Disclosure:** Don't forget to disclose your true identity and affiliation with DAVMS, CVMA, and CVMF in any context relating to the veterinary profession.
2. **Rule of Law:** Adhere to copyright, terms of use, and disclosure laws, and keep from plagiarizing. Do not post anything that could violate state or national laws.
3. **Privacy Comes First:** The privacy of CVMF and the veterinary associations' clients, and vendors should be respected when publishing online content. Obtain written permission to publish or comment on anything that is meant to be private.
4. **Disclaimers:** When publishing content on a website related to your work as an employee, remember to post a disclaimer explaining that your views are your views alone, and that they do not represent the views of CVMF or the veterinary associations. Clarify that you are speaking for yourself and not on behalf of the associations.
5. **Personal vs. Professional:** If you have multiple social media accounts, remember to distinguish between the personal and the professional. This policy is for any professional accounts you may use to interact with colleagues, vendors, members, donors, etc. Your personal accounts are just that, personal; but don't forget that anything you publish online is very public, so please use discretion when discussing work-related issues, even on your personal accounts.
6. **Inquiries to PR:** Refer any media inquiries to the manager of public relations at CVMF or the associations.
7. **No Comment:** Refrain from commenting on anything related to legal matters or pending litigation involving CVMF or the associations.
8. **Responsibility:** You own what you write. Remember that you are personally responsible for any online content you publish. Strive to maintain a clean and professional appearance to maintain your reputation as a representative of the veterinary profession.

INDUSTRY
TRENDS