



Social Media Guidelines for Illinois Academy of Nutrition and Dietetics (IAND)

Purpose:

The guidelines in this document serve as a code of conduct for the Illinois Academy of Nutrition and Dietetics (IAND) social media platforms ensuring that the messaging remains consistent, streamlined, effective and in line with federal guidelines.

Goal

To empower IAND to represent the dietetics profession on social media sites in an engaging and appropriate manner consistent with Academy and [Affiliate] social media policies.

Confidentiality

IAND social media pages must never include posts that may be considered confidential in nature, such as personally identifiable information about individuals, internal reports or proprietary information. When in doubt, ask the Academy Affiliate Relations Team to contact the appropriate department that handles such areas of information for permission to publish Academy content to social media.

Non-endorsement and Disclosure

IAND adheres to a strict non-endorsement policy that extends to social media. While IAND supports engagement among members, sponsors, exhibitors and participants of programs and events, all social media activity must:

1. respect the privacy of individuals, and
2. not create or imply an association with or endorsement from IAND or its general membership.

As such, IAND sponsorship agreement deliverables (i.e. eblasts, social media posts, website recognition) **may not** include promotional social media messaging for any service, campaign or product that was not developed by the Academy or IAND. However, IAND sponsorship agreement deliverables *may include acknowledgment* of an event or program sponsor as long as the relationship is clearly disclosed.

Approved Posts:

- “Thank you to our #IAND sponsors @SponsorName and @SponsorName”
- “Many thanks to @SponsorName for sponsoring our event.”

Unapproved Posts

- “[Insert Product Name] is full of calcium and vitamin D. Gr8t for clients to build healthy bones.”)

Tone and Voice

To protect the organization and its reputation, IAND pages must engage in online discussions in a respectful and professional manner. Always use a consistently professional tone and voice. The following are examples of behavior that must be followed, but should not be considered a comprehensive list:

- Use proper spelling, grammar and punctuation.
- Respect others and be polite and professional at all times.
- Never reprimand or insult others, use ethnic slurs or obscenity, or engage anyone in a way that

would not be tolerated in the workplace.

- Do not post or comment on inappropriate topics such as drugs or alcohol, profanity or crude humor.
- Adhere to all principles of the Academy of Nutrition and Dietetics/Commission on Dietetic Registration Code of Ethics for the Profession of Dietetics and Process for Consideration of Ethics Issues.
- Do not violate laws, including those that govern defamation, copyright, privacy, harassment, violence, solicitations and communications.

Monitoring

It is the responsibility of IAND leaders to ensure adherence to these guidelines. The Academy asks for the support of all leaders and members in reporting any inappropriate activity or IAND and their district social media pages engaged in conduct that violates the Code of Ethics or which is offensive to or adversely affects the goodwill associated with the Academy, IAND, and its groups. We ask that anyone discovering such content please report it to the Executive Director at headquarters@eatrightillinois.org.