



PO Box 2523, Briarcliff Manor, NY 10510 / Tel & Fax: 914 618 4453 / Email: [ismpp@ismpp.org](mailto:ismpp@ismpp.org)

## **SOCIAL MEDIA USE POLICY**

### **A. Policy Statement.**

Social networking via Internet applications, such as Facebook, LinkedIn, YouTube, and Twitter, is becoming increasingly valuable as a means to connect individuals both personally and professionally. ISMPP intends to use social networking websites to disseminate information and to create communal Internet forums, in which individuals can discuss their work and share their opinions related to the field of medical publication. ISMPP expects all social network users, including participating ISMPP contractors, to consult and adhere to the following Guidelines, so as to ensure the safe and ethical use of social networking tools.

### **B. Public Nature of Internet Use.**

Generally, most Internet material can be traced back to the author, or the person or organization posting the information. "Private" messages can circulate beyond the intended audience, often without any knowledge or control. Therefore, as a general rule, all Internet social networking interactions should be treated like any interpersonal communication: in a thoughtful, mature, ethical, and otherwise appropriate, way. Participants should pause before posting, and review each communication carefully.

### **C. Social Network Posting Content.**

Social network participants ultimately are responsible for the communications and materials that they post on the Internet. Therefore, the content of all Internet communications on social networks should be honest, respectful, and accurate. Network participants should never post defamatory, false, or offensive material.

### **D. Posting Non-Original Material.**

Social network participants must abide by intellectual property ownership requirements, including copyright laws, when referencing the material of other persons or organizations, in order to avoid plagiarism or infringement problems. When referring to, or quoting material from, another author, proper attribution and a link to the original material should be provided, if possible. Content gathered online is subject to the same attribution rules as content gathered elsewhere.

### **E. Confidential Information.**

All ISMPP social network participants, including ISMPP contractors, must respect and maintain the confidentiality of all ISMPP information and materials when participating on social networking sites, and other related activities. Such information includes, but is not limited to, internal corporate documents and personal details about ISMPP colleagues. All questions regarding the confidentiality of ISMPP materials should be directed to Ms. Kim Goldin, ISMPP Executive Director.

### **F. No Guarantee/Disclaimer of Liability.**

ISMPP does not control the content posted on social network Internet sites, and therefore does not guarantee or warranty the accuracy, integrity, or quality of any content. ISMPP disclaims any responsibility and liability related to any and all content posted or made available on the sites.