



*Unifying and strengthening the voice of pharmacy while
advancing pharmacy practice through education,
advocacy collaboration, and relationships*

Social Media Policy

The use of social media to share opinions or information may present certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all employees and designated members with access to the FPA social media platforms.

GUIDELINES

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's blog, video blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Florida Pharmacy Association (hereinafter "the Association") as well as any other form of electronic communication.

The same principles and guidelines found in Florida Pharmacy Association handbook, policies and procedures and the governing documents applies to activities of staff and designated members who are publishing things online. However, the Association strongly encourages that before creating online content, you consider some of the risks and rewards that are involved and the reflections that it has on the profession as a whole. Keep in mind that any of your conduct that adversely affects your employee job performance, the performance of fellow associates or otherwise adversely affects members, co-workers, members of the Board of Directors, vendors, or the Florida Pharmacy Association's legitimate business interests may result in disciplinary action up to and including termination for the employee, liability for the FPA or the designated member.

FPA employees should know and follow the employee handbook: Employees should carefully read these guidelines, the Equal Employment Opportunity Policy, the Nondiscrimination and Anti-Harassment Policy and the FPA web site privacy policy and ensure postings are consistent with these policies at all times. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject the employee to disciplinary action up to and including termination. The designated may face issues of liability and/or restricted access to the Association's social media platforms.

Be respectful: Always be fair and courteous to co-workers, members, members of the Board, vendors, and the Association's legitimate business affiliates. Also, keep in mind that employees are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our grievance procedures than by posting complaints to a social media outlet. Designated members should not be using the FPA's social media tools inappropriately. Inappropriate social media use may include but is not limited to: posted complaints, criticisms or

statements, photographs, video or audio content that could reasonably be viewed as malicious, obscene, threatening, intimidating, bullying or reflect harassment or discrimination that disparages co-workers, members, members of the Board, vendors or legitimate business affiliates. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment or complaints from our member affiliates on the basis of race, sex, disability, religion or any other status protected by law or Association policy.

The author of any social media publishing should be honest and accurate: All social media posts should be as accurate as reasonably possible when posting information or news relative to the Association, its co-workers, members, members of the Board, vendors or legitimate business affiliates. Any misinformation that is identified should be rectified in a timely manner, and if necessary a posted correction, edit or errata be made. Internet content is archived; therefore, even deleted postings may be retrieved and subject the employee or designated member to disciplinary actions as defined above. Never intentionally post false information about the Association, its co-workers, members of the Board, vendors, or legitimate business affiliates, or competitors.

Post only appropriate and respectful content: Maintain the confidentiality of the Florida Pharmacy Association and its members' trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post the Association's internal reports, policies, procedures or other confidential communications.

Express only your personal opinions: Never represent yourself as a spokesperson for the Florida Pharmacy Association or its members unless so authorized by the Association's Board of Directors. If the Association is a subject of the content you are creating, be clear and open about the fact that you are an employee or a member and make it clear that your views do not represent those of the Association, its employees, members, members of the Board, vendors, or legitimate business affiliates. If you do publish a blog or post online related to the work you do or subjects associated with the Florida Pharmacy Association, make it clear that you are not speaking on behalf of the Association. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Florida Pharmacy Association."

Using social media at work: Employees should refrain from using social media while on work time or on equipment provided by the FPA, unless it is work-related as authorized and consistent with the Florida Pharmacy Association's policies. Designated members with access to the Association's social media platform should not be posting material using their employer's equipment. Do not use the Association's email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited: The Association prohibits taking negative action against any employee, member, member of the Board, vendor or legitimate business affiliate for reporting a possible deviation from this policy or for cooperating in an investigation. Any person retaliates against the Association's employees, members, members of the Board, vendors, or legitimate business affiliates for reporting possible deviation from this policy or for cooperating in an investigation, will be subject to disciplinary action. This may include termination for the employee or issues of liability and restricted access to the Association's social media platforms for the designated member.

Liability Forms: The Board of Directors may approve or deny media access on behalf of the Association for designated members to carry out the mission of the Association. Designated

members will be required to sign a liability form stating that they have read and clearly understand the Association's Social Media Policy before they are given access to post content. Access may be revoked without notice for any violations of this policy or as deemed no longer necessary for the designated member.

Media contacts: Employees or members other than the Executive Vice President, should not speak to the media on the Association's behalf unless designated and authorized by the Association's Board of Directors. This includes any contact with the media through social medial platforms.