

SOCIAL MEDIA POLICY

I. INTRODUCTION

Staff/FDP members involved in creating or managing social media communications on behalf of the National Academies/FDP are representatives of the Academies to a large and expanding audience. In connection with the use of social media, as in all other activities, nothing is more important than the Academies' reputation for independence and objectivity, and staff/FDP members have no responsibility that is more important than protecting this reputation.

II. POLICIES ON USE OF SOCIAL MEDIA

The following policies must be followed by all staff/FDP members involved in creating or managing social media communications on behalf of the National Academies/FDP:

1. All social media communication must be about or related to the work and mission of the National Academies/FDP.
2. Links and re-tweets must be limited to communication relevant to the work and mission of the National Academies/FDP.
3. Scientific or policy statements must always be based on, and not go beyond, the findings and recommendations of a committee report or a statement by the President or Council of the National Academy of Sciences, National Academy of Engineering, or Institute of Medicine.
4. Neither the internal activities of study committee or any other group nor the content of a report or any other document that has not yet been released to the public may be discussed via social media.
5. Never create, re-tweet, or link to offensive or inappropriate material.
6. Any offensive, inappropriate, or promotional social media posting by someone outside the National Academies that involves an Academies' social media account must be removed as soon as it is identified, if it is possible to do so.

III. ASSISTANCE

Guidance on what to do in a particular situation and on best social media practices generally is available from the FDP Office at thefdp@nas.edu.