



AAFCP Social Media Policy

With the continued growth of social media, the AAFCP has developed the following Social Media Policy to guide its members in appropriate use of these tools. Ultimately, the goal of any media tool is to help spread the word of FertilityCare and NaProTECHNOLOGY while protecting members and patients.

There is an official AAFCP Facebook group called **American Academy of FertilityCare Professionals** that is managed by the Public Relations Committee. Members of the PR Committee approve new members to the group, approve all posts and monitor all comments.

The AAFCP respects the rights of individual members to use social media, including but not limited to networking sites like Facebook, photo and video sharing websites like Instagram, microblogging sites like Twitter, forums, and blogs. However, the need to protect the privacy of our clients/patients and protect ourselves from litigation means that discretion must be used in postings that relate to FertilityCare and NaProTECHNOLOGY.

Individuals can be held liable for commentary felt to be defamatory or libelous, and it is for protection of AAFCP members that due diligence be exercised.

This policy is being added to the Code of Ethics. All AAFCP members must adhere to these guidelines, and violations of these may be referred to the Ethics Committee.

- 1) Members shall not post any confidential information about clients/patients on any social media network. If the client gives permission to have a chart shared for discussion among practitioners or physicians, all identifying information must be removed before doing so.
- 2) Members shall not post any items that are defamatory to fellow members of the AAFCP, members of its related organizations, or any of these organizations themselves as entities. Members also shall not post items that do not promote constructive conversation. If topics involve a specific practitioner or medical consultant, these are best addressed directly to the person involved. This is for legal protection (to avoid litigation for libel or defamation) as well as charitable and practical considerations. Concerns cannot be addressed if both parties are not part of the conversation.
- 3) Members shall not imply in any of their postings that they are representing the AAFCP or its related organizations unless express permission has been given to do so.
- 4) Members who are offering advice to clients/patients in social media groups need to be certain that the advice offered is consistent with the guidelines of FertilityCare and NaProTECHNOLOGY.
- 5) Members need to ensure that copyrights and intellectual property rights are respected in postings.