

## ACNM New Jersey Affiliate Social Media Guidelines

Goals of web and social media use:

- 1) Promote the profession of midwifery by increasing visibility of CNMs and CMs in New Jersey.
- 2) Facilitating timely communication about events and midwifery issues to members and consumers, utilizing a variety of media.

Guidelines:

- 1) The Committee must issue *a minimum* of one (01) post per week on each active social media account (Facebook, Twitter, and Instagram). Posts can be cross-posted between accounts.
- 2) The “sharing” option must be enabled for all posts so that the public is able to share information on their personal/business social media accounts.
- 3) Confidentiality must be maintained at all times, following HIPAA policies.
- 4) The Committee may promote thoughtful, constructive, and evidence-based discussions about midwifery topics through social posts.
- 5) All Direct Messages to either social media account must be replied with a set response indicating “Thank you for your interest. For further information, comments, or concerns you may contact us at [socialmedia@newjerseymidwife.org](mailto:socialmedia@newjerseymidwife.org) or [njacnm@gmail.com](mailto:njacnm@gmail.com)”
- 6) Post content must be accurate, ob/gyn and/or midwifery-related, and evidence-based.
- 7) Posts may include sharing a post about a topic of interest to the Affiliate from a different social media account as long as the information in the post is accurate, ob/gyn and/or midwifery-related, and evidence-based.
- 8) An effort must be made to post midwifery-related topics affecting New Jersey (e.g. events, legislation, midwifery resources, expanded practice, etc.)
- 9) Affiliate social media accounts will not accept solicitations nor display product/drug advertisements.
- 10) Active Affiliate members may request to share, prior approval by the Social Media Committee, a post regarding their practice expanded services, events (e.g. meet-the-midwives), or updated practice information to consumers on the Affiliate’s social media channels (but not on the website).
- 11) Future Affiliate events must be posted on the Affiliate’s website and may be shared on social media.
- 12) Midwifery practices listed on the Affiliate’s website must have at least one CNM/CM who is an active NJ ACNM Affiliate member.
- 13) A watermark must be embedded in personal pictures (e.g. pictures of members during meetings) posted on the Affiliate’s website for copyright purposes.