



WORLD FEDERATION OF CRITICAL CARE

WFCCN SOCIAL MEDIA POLICY AND PROCEDURE

Policy

Goal

To increase awareness of WFCCN by creating visibility and global updates on work completed and activities of involvement. Additional goals are to raise awareness on global critical care issues, advertise critical care events, announce key publications, and increase traffic to the WFCCN website.

Process

- Only WFCCN Board of Directors (BOD) can use social media to speak on behalf of WFCCN.
- WFCCN posts should not be posted from personal social media profiles.
- Designated members of the Social Media and Communication subgroup will oversee the day to day management. Posting approval is not required for these administrators.
- Social media community administrators should monitor communities daily to ensure that any SPAM or sales related posts are removed in a timely fashion, and that any comments or messages requiring a response are attended to promptly.
- If a question is posted on a social media channel, the WFCCN Social Media administrators should make every effort to respond to the inquiry within 24-72 hours. If the question is content-specific, the inquiry should be referred to an appropriate subject matter expert and the inquirer should be advised that an answer will be forthcoming.
- When doing outreach through WFCCN social media channels (liking other pages, following Twitter accounts, etc.), every effort should be made to ensure that the organization or individual is aligned with WFCCN and its mission.

Frequency

- Content should be posted frequently enough to keep followers engaged and active, but not too often to become overwhelming to the community.
- Frequency guidelines:
 - Twitter: Posting at least twice monthly will show consistent activity and engagement. During meetings, posting several times a day is acceptable, but posters should refrain from repeating the same content or posting several times within a short time period (unless participating in a Twitter chat or other real time conversation).
 - Facebook: Posting one to three times a month will show consistent activity and engagement.
 - Instagram: Posting one to three times a month will show consistent activity and engagement.

Content:

- Content should seek to engage users, rather than simply broadcast the organization's promotions. Postings should be applicable to our target audience (but not exclusionary) and feature "hard" news and relevant content.
- Existing content owned by WFCCN should be repurposed as appropriate for social media outposts.
- Facebook will be used to repost conferences, announce the launch of new programs, and distribute press releases. Ideal post is brief message accompanied by a picture.
- Instagram will be used to deal post is brief message accompanied by a picture.
- Twitter will be to actively share information and engage in conversations around issues related to critical care nursing and healthcare delivery. It will be used for real time posts at a meeting, conference announcements, and real time responses about global issues impacting critical care nursing and reposting on important threads from critical care leaders and organizations.
- Responding to Negative Posts: WFCCN administrators should use good judgment when deciding if and how to best respond to negative comments. In general, negative comments (unless they are offensive or violate privacy laws) should not be removed. If a response is required, the WFCCN administrator should respond to the comment or inquiry within 24 -72 hours. If the question is content-specific, the inquiry should be referred to an appropriate subject matter expert and the inquirer should be advised that an answer will be forthcoming. If an administrator is uncertain of a response, the BOD should be consulted.

Prohibited Content:

- Any confidential or proprietary information of WFCCN should not be shared on social media platforms. This includes, but is not limited to, financial information, organization strategy or official announcements yet to be made (embargoed information).
- Copyrighted Information: Photos and content that WFCCN does not own may be shared but should not be shared or copied without proper acknowledgement. Third party copyrighted content should not be posted without written or legal permission.
- Personal Information, religious, political, cultural, ethnic, disrespectful, offensive, humorous content should be avoided
- HIPAA regulations must be followed.
- Refrain from posting self-promotional products or services.

Social Media Group and WFCCN BOD are expected to abide by the code of conduct outlined in this document. Individual posting rights may be revoked by the BOD.

Procedure (Operationalization)

1. **Instagram/twitter-** Sandra will manage this (send out press releases, conference reminders, and current happenings, presentations etc)-jpeg format preferred for images
2. **Facebook-** all WFCCN board members can post on Facebook. Susan will answer mailbox on Facebook
3. **Press releases:** Susan will prepare press releases and send to Sandra, Marcelo and Violeta for review-. Violeta can distribute if after 72 hours 2 of the 4 parties agree.
4. **Interpretation:** Marcelo to interpret all press releases
5. **Website:** Kathleen will make final adjustments with Ester on website
6. **E-book:** Sandra will work with Ged and Ruth to update the e-book
7. **Website training:** Marcelo, Susan and Sandra will receive training on the website as soon as the website is complete