



Academy of Pediatric Physical Therapy
Guidelines and Recommendations
for Posting to Social Media

The following information is presented as a guide to assist individuals in the Academy of Pediatric Physical Therapy (APPT) who may post on behalf of the APPT. These are guidelines and not rules. Please use your best professional judgment when posting on behalf of the Academy. As a reminder, when posting on behalf of the Academy you are representing over 5,000 members that represent a very diverse population with very diverse opinions and ideas.

Using Social Media to Communicate with the Academy Membership:

Using social media to communicate with Academy members is different than using social media as a tool to interact with a small group of individuals. Facebook groups allow for individuals (i.e. Committee Chairs, SIG Chairs, State Representatives, Regional Directors, etc) to form a closed or open group that interacts and shares information in a closed or open setting, depending on how you set up the group. While this setting may be closed, it is recommended to post a code of conduct to remind participants of the need to interact respectfully and maintain HIPAA compliance throughout all sharing and communication activities in the group. Facebook Pages, much like a website, is an open page that allows for the administrators of the page to communicate with a larger audience.

When making the decision to use social media to communicate with a larger audience, the group should create a plan for how they will maintain their social media presence. For instance, the APPT Social Media Subcommittee has a regular schedule within its committee for individuals to monitor and post regularly to the various social media sites that it uses. Using a monitoring and posting schedule will both assist in monitoring the interactions that occur with your accounts as well as it will allow for your group to have a consistent presence, an important component of having a social media presence. If a group is uncertain if they will be able to monitor or maintain a consistent presence they are always welcome to have messages sent through the APPT Social Media accounts. This can be done by contacting the APPT Social Media Subcommittee.

Also, when creating multiple accounts across various social media sites (i.e. Facebook, Twitter, LinkedIn, etc) consider making your description and information about your group consistent across each site that you manage.

Advertisements/Job Posting:

When posting on social media on behalf of the APPT we tend to avoid posting advertisements or job postings because we do not sponsor any specific product or group other than the APPT. This is different than the idea of sharing something that others might find useful, interesting or new. In this case we may post something about that product or service, however, it is presented in a manner that shows it's interesting characteristics rather than posting in a "you should buy this" manner.

Scholarly Participation:

Generally, posting information or requests for the purpose of scholarly participation has been acceptable on behalf of the APPT. As an entity that supports progression of the field of pediatric physical therapy we have generally allowed this type of posting request.

Sharing links and articles:

The idea of sharing links and articles is foundational to the nature of social media. If you would like to share some content but have not viewed the entire content in the link, it is best to wait until you are able to do so before posting or sharing it. In addition, consider how controversial the link is. If it appears to be controversial yet worthy of scholarly discussion, make this apparent in your posting to help the audience understand why you shared the information.

Sharing Photos:

Taking photos is a great way to archive events and activities. When taking a picture of an individual it is considered courteous to ask their permission. At APTA conferences a photo release is already included within the presenter contracts. We are looking into whether this language can be added to Academy of Pediatric Physical Therapy Annual Conference speaker contracts. Review the conference rules. Do not take pictures of slides that include patient pictures, research data, or unpublished data. Also avoid taking pictures of people who are on slides. If you take a picture of a presenter and want to "tag" them on social media, request their permission first. When taking photos of patients or other therapist's patients, be certain to follow guidelines consistent with HIPAA.

Addressing issues of Critique or Complaints

1. When others are criticizing the APPT, if a response is needed, first inform them their voice is heard and that the concern is being brought forth to academy leadership.
2. If in doubt, seek others views on what is appropriate to post as the Academy when chatting with argumentative or critical groups or individuals.
3. Direct Messaging the individuals who are the most argumentative or critical may assist in de-escalating a situation. In this Direct Message, you can directly inform the individual that you appreciate their concern and because of this you have contacted Academy leadership to look into the concern. This

can come from either your own account or the Academy account, however, coming from your own account will provide a personal contact and may assist in calming the individual.

4. Asking the individual for their e-mail address so that you can send a more detailed response once leadership has responded may help de-escalate the situation.
5. If in doubt, hold off on posting and e-mail the specifics of the situation to the committee for discussion.

For more information on Social Media, view the tools available at www.apta.org/socialmedia

Also,

Continue to Follow the APTA Academy of Pediatric Physical Therapy

Facebook: <https://www.facebook.com/AcadPedPT/>

Twitter: @AcadPedPT

Pinterest: www.pinterest.com/AcadPedPT