

American Dental Education Association (ADEA) Social Media Policy

Guidelines for ADEA Chapters and the ADEA Council of Students, Residents and Fellows

Introduction

As The Voice of Dental Education, the American Dental Education Association (ADEA) leverages social media in the same manner as other communications tools—to communicate proactively with ADEA members, other key stakeholders in higher education and health care, and policy influencers across the nation and beyond. ADEA encourages the responsible use of social media by ADEA Chapters and the ADEA Council of Students, Residents and Fellows (ADEA COSRF) for purposes of communication, collaboration, knowledge-building and exchange.

Responsible Use of Social Media

ADEA commits to maintain a transparent and accountable social media presence that strives to protect the rights and interests of ADEA and its members. Any person engaging in social media use connected to ADEA must agree to abide by ADEA social media policy and guidelines. Though ADEA Chapters and ADEA COSRF may, in some cases, operate from non-ADEA accounts that are housed privately or at member institutions, all who use ADEA digital or social credentials must follow ADEA social media policy and standards.

Noncompliance

Noncompliance with ADEA social media policy and standards may, at the discretion of the ADEA President and CEO, result in the permanent suspension of rights and privileges to use the ADEA brand and/or ADEA digital or social credentials (e.g., ADEA “handle” @ADEAChapter_*institutional name*] or ADEA email identifier, districtx.cosrf.adea@gmail.com).

Applicable Platforms

ADEA policy and standards aim to guide ADEA Chapters and ADEA COSRF in their use of common social platforms such as Instagram, Facebook and Twitter. ADEA Chapters and ADEA COSRF may opt to use any social media channel of choice. The official social channels of ADEA are Facebook and Twitter. ADEAGoDental® channels include Facebook, Twitter and Instagram.

To maintain standards of professionalism and consistency as The Voice of Dental Education, the Association requires that ADEA Chapters and ADEA COSRF follow ADEA social media policy and

KEY RESOURCES

[ADEA Chapter Toolkit](#)

[ADEA Chapters Logo and Brand Standards](#)

[ADEA COSRF Resources](#)

[ADEA Snapshot of Dental Education 2017-18](#)

[The ADEA Value Proposition](#)

standards in full across social media platforms, encouraging the use of logical hashtags (e.g., #ADEAChapters #YearoftheADEAChapter, #ADEACOSRF, #ADEA2019, as appropriate) so that ADEA staff may follow and potentially repost content.

Prohibition of Public Statements

While representatives of ADEA Chapters and ADEA COSRF serve as advocates and natural ambassadors, they are not authorized public spokespersons for ADEA. Therefore, ADEA Chapters and COSRF representatives are not authorized to make public statements, including statements posted online, via social media or published in any print or electronic media, on behalf of ADEA.

Social media users should include a disclaimer on the account page stating that the opinions expressed are their own, such as:

"The images and posts on this account, and any opinions or statements therein, reflect only the opinions of [account holder] and do not constitute a position, stance or endorsement by ADEA."

Eight (8) Official Guidelines

All those using ADEA Chapter or ADEA COSRF-affiliated social media accounts must adhere to the following guidelines:

1. **Use common sense.** Exercise sound judgment with all social media content including text, images and videos. If you or your institution would not want the content you wish to post to appear on the front page of a major newspaper absent embarrassment or recrimination, *do not post it*. Avoid personal social images (drinking, dancing, etc.) or use of images that catch individuals in unguarded, unflattering or private moments. Check the background on images and video carefully. Don't share private or personal details or use language that some may view as dismissive or disrespectful.
2. **Communicate with professionalism.** As future dental educators and practitioners, professional and polite discourse is paramount. Do not submit posts that are defamatory, offensive or abusive that risk offending other institutions, people or organizations; please remove yourself immediately from any offensive, hostile or inappropriate online dialogue, and report exposure to such activity to Angelo Lee, LeeA@adea.org.
3. **Verify content.** Ensure content is authentic, relevant and accurate and that it adds value to our community.
4. **Follow platform protocols.** Become familiar with privacy settings on the social media platform being used and observe and obey specified Terms of Service or Terms of Use.
5. **Safeguard privacy.** Respect the privacy of others. Do not disclose any confidential or proprietary information of the association, its employees, members or persons in need of care whom you have served in a clinical setting. Ensure that information complies with existing policies and laws governing privacy and dissemination of data (e.g., [Health Insurance Portability and Accountability Act of 1996 \(HIPAA\)](#), [Family Educational Rights and Privacy Act \(FERPA\)](#)).
6. **Adhere to applicable policies and laws.** Comply with all institutional, federal, state and local policies, regulations and ordinances, including copyright, trademark, trade secrets, fair use and financial disclosure laws.
7. **Obtain written rights and permissions.** Secure permission to post content that has not been shared publicly, such as photos, documents, web content, video and audio files, and secure written permissions from the author/owner. Credit the author/owner when content is not original. When in doubt, consult Angelo Lee, LeeA@adea.org.
8. **Remain apolitical.** Avoid promoting commercial products or linking ADEA to any political candidates or parties.

Communicating “Hot Topics”

On its official channels, ADEA generally avoids short-format discussion of complex and potentially controversial topics that defy a 280-word character limit.

STAFF LIAISON TO ADEA CHAPTERS AND ADEA COSRF:

ANGELO LEE, M.ED., ADEA DIRECTOR OF PROGRAM SERVICES,
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While the list below is not all-inclusive, these session titles from the 2018 ADEA Annual Session & Exhibition are critical topics not well suited for social media due to space limitations:

- CODA Hearing on Standards
- Dental Therapy CODA Accreditation: Implications for Existing and New Programs
- Leveling Differences Between GPA and DAT Using a Comprehensive Score
- U.S. Supreme Court Update
- Connecting Gender/Diversity-based Misconduct to Professionalism Standards in Dental Education

Sanctions

Should a post issued by ADEA Chapters or ADEA COSRF violate ADEA social media policy and standards, ADEA will issue a request to cease and desist from such activity immediately, along with proposed corrective action steps. Depending on the nature and severity of the incident, actions ADEA may take range from loss of account privileges for misuse to separation from the Association for posts deemed abusive, offensive or defamatory by the ADEA President and CEO and/or ADEA legal counsel.

ADEA routinely scans for inappropriate posts, including but not limited to:

- Posts that are irrelevant to the mission of ADEA Chapters, ADEA COSRF or ADEA.
- Solicitations or posts made for the financial gain of a competitor or individual (versus an approved school-based fundraising initiative).
- Posts that market or endorse a product or service that conflicts with ADEA’s products, programs, services or mission.
- Posts counter to publicly stated strategic direction, priorities or policies of ADEA.

Official responses to any third-party contacts requesting information about ADEA or social media inquiries on behalf of the Association must be made by ADEA staff. Questions or concerns? Route these to the staff liaison to ADEA Chapters and ADEA COSRF, as shown below.