AACA Social Media Guidelines
for Engagement of the Membership and Public

Version 6 (November 4, 2021) – ***additions approved by AACA Executive Council (12.10.2021)***

The American Association of Clinical Anatomists (AACA) uses social media to enhance communication with our membership base, relevant professionals, and the broader public in keeping with our Association's mission to promote the advancement of clinical anatomy knowledge and anatomical service through education, research and scholarship.

The AACA is a professional anatomical society. Be advised that the content shared by the AACA may include material dealing with anatomical body donation and cadaveric dissection. AACA Position Statements on various aspects of anatomical services and willed body programs can be viewed on the Association's website (www.clinical-anatomy.org).

Terms of Participation

The AACA is committed to maintaining a safe and professional online environment that fosters friendly discussions and mutual respect. Posts should meet the standard that promotes the professional and academic mission of AACA.

The AACA Social Media Team will monitor content and activity on the Association's social media feeds and reserves the right to remove without advanced notice posts that do not promote the mission of AACA, including

- Posts containing offensive, vulgar, harassing, or threatening language, personal attacks or accusations, or derogatory terms targeting individuals or groups
- Posts related to privileged communications within the Association or containing information that is not for public disclosure
- Posts that are deemed spam and/or are clearly "off topic"
- Posts that include advertising, solicitations, or commercial endorsements. Links to websites that are not relevant to discussions are considered spam and will be removed
- Posts related to any type of lobbying (i.e. either for matters associated with the AACA or outside of the AACA) or political campaigning
- Posts that violate copyright laws (see Digital Millennium Copyright Act)
- Posts that include private information (e.g., SSN, home address, credit card numbers)

Due to the 24/7 nature of social media, the AACA Social Media Team may not always be able to immediately remove comments that fail to adhere to our terms of participation. We strive to take action as soon as possible. The AACA Social Media Team reserves the right to ban users who violate our terms of participation.

Members of the AACA Social Media Team who become aware of a violation will:

- Immediately inform the Brand Promotion and Outreach Committee (BPOC) Chair and others with direct access to the social media platforms.
- Document the violation and report the violation to the AACA Executive Council. After documentation, the post will be deleted by the social media team.
- The Executive Director will respond to the individual who has violated the policy with the rationale for deleting their post and/or issuing the ban.

Copyright
Photos, videos, and other media shared by the AACA may be subject to copyright. Such content should not be used without securing appropriate permission.

Disclaimers
- Comments posted in response to the AACA reflect the posters' opinions, not the views of the Association
- Follows, Favorites/Likes, and Shares/Retweets by the AACA do not constitute an endorsement by the Association
- Links to websites outside of the Association are provided for the interest and convenience of users; these do not constitute a guarantee of the accuracy of the information or an endorsement
- The AACA Social Media Team strives to share information that is correct and accurate; however, we cannot guarantee the accuracy of information posted on our social media feeds. The Association is not liable for loss or damages resulting from use of this online information
- Comments posted in response to the AACA are public. If you wish to communicate with the Association in private, please visit our website (www.clinical-anatomy.org) for contact information

***NEW* Research Study Recruitment**
Members who wish to recruit participants for their research through the AACA—whether via the Listserv or social media—should submit a formal request for approval by AACA Council using the following form: https://forms.gle/N3J7MEd57ixzvGtb8.

Thank you for reading and abiding by the AACA Social Media Guidelines for Engagement of the Membership and Public