



## **Social Media Policy**

These are the official guidelines for social media at Screening for Mental Health, Inc (SMH).

If you're a SMH employee or contributor to our blog, social networks or any other kind of social media sites pertaining to [mentalhealthscreening.org](http://mentalhealthscreening.org) or [miliarypathways.org](http://miliarypathways.org), these guidelines are for you. These guidelines will continually evolve as new technologies and social networking tools emerge.

### **When You Engage**

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If you contribute social media content to SMH, please follow these guiding principles:

- Stick to your area of expertise and provide unique, individual perspectives on what's going on in the world.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting.
- Respect proprietary information and content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.

### **Rules of Engagement**

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**Be transparent.** Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are posting, use your real name. If you have a vested interest in something you are discussing, be the first to point it out.

**Be judicious.** Ask permission to publish or report conversations or research that is meant to be private or internal. All statements must be true and not misleading and all claims must be substantiated and approved. If you want to write about the work of like-minded organizations, make sure you know what you are talking about and that you have the appropriate permission. Also be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

**Write what you know.** Make sure you write and post about your areas of expertise.

**Perception is reality.** Be sure that all content associated with you is consistent with your work and personal and professional standards.

**Are you adding value?** There are millions of words out there. The best way to get yours read is to write things that people will value. Postings should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems, or understand something better—then it is adding value.

**Your Responsibility:** What you write is ultimately your responsibility. Participation in social computing is an opportunity to have your voice heard, so please treat it seriously and with respect.

**If it gives you pause, pause.** If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit “send.” Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with your manager or legal representative. Ultimately, what you publish is yours—as is the responsibility. So be sure.

### **Moderation Guidelines**

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Moderation is the act of reviewing and approving content before it's published in connection with SMH. This would apply to guest authors and contributors to SMH e-newsletters, blogs and social networking sites such as Facebook and Twitter. SMH does not endorse or take responsibility for content posted by third parties, referred to as user generated content (UGC). This includes text input and uploaded files (video, images, audio, documents).

**Balanced online dialogue.** Follow these three principles: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context to the conversation, then we approve the content, regardless of whether it's favorable or unfavorable to SMH. But if the content is ugly, offensive, denigrating and completely out of context, then we reject the content.