

APLAR POLICIES AND PROCEDURES FOR SOCIAL MEDIA

BACKGROUND

Social media provide APLAR members with an additional mechanism for connecting with one another, and allow stakeholders convenient access to information about APLAR, and its activities and professional education. This document is aimed at outlining the policies and procedures for managing APLAR's social media accounts and clarifying expectations for the behaviour of members of APLAR Member Nation Organisations (MNO) when active in social media.

APLAR SOCIAL MEDIA TARGET AUDIENCE

The target audience of APLAR in social media comprises Rheumatologists and other Healthcare Professionals in the APLAR region as well as in other countries.

PURPOSE OF APLAR SOCIAL MEDIA PRESENCE

The purpose of APLAR engagement in social media is entirely academic. APLAR does not intend to use social media for providing information or studies to the public, or to engage with patients on these platforms.

As a professional organization, APLAR states as a matter of policy that its social media participation must conform to acceptable standards consistent with its identity and principles. APLAR defines acceptable social media activities to include those that:

1. Disseminate credible, factual, and high-quality research of relevance to rheumatic disease and its care to Rheumatologists and other healthcare providers;
2. Provide alerts and links to latest guidelines and treatment recommendations from APLAR/ACR/ EULAR, or other reputable organisations as appropriate;
3. Provide information on important upcoming meetings, webinars, or conferences on topics of Rheumatology from APLAR, MNOs, and other Rheumatology Organisations (e.g., ACR & EULAR);
4. Provide Information on upcoming grants deadlines or research proposals;
5. Announce professional activities from different APLAR committees;
6. Encourage participation and digital interaction of the APLAR community in a professional manner;
7. Create awareness about our diverse MNOs;
8. Promote recruitment to APLAR Young Rheumatologists (AYR) group, and participation in AYR activities.

GUIDELINES TO MITIGATE INHERENT RISKS OF SOCIAL MEDIA

APLAR must ensure that all content posted on its social media accounts are reputable and do not constitute any violation or breach of any local and international laws and regulations, including but not limited to copyright, intellectual property rights, and privacy regulations.

To mitigate the risks of participating in social media, APLAR shall implement the following:

1. All posts made on APLAR social media accounts will require approval from an oversight committee **(ToR to be established)**.
2. Posts on APLAR social media accounts will:
 - a) Not be of a political or religious nature;
 - b) Not be offensive to any nation or group of persons;
 - c) Not include content that may lead to potentially identifying patients through specific images or personal information;
 - d) Not seek to promote or advance the position of any individual;
 - e) Strictly comply with all local and international Data Privacy Acts.
3. APLAR will set forth a more detailed process (outlined below) to guide the approval of all posts prior to publication, including identifying the source of the content and the approving authority.

PROPOSED implementation PLAN

1. APLAR shall appoint a working group to further develop the above broad principles regarding the organisation's social media activities.
2. Social Media Oversight Committee: three members shall be appointed by the APLAR board to develop a social media strategy and implementation process. They shall determine, with the approval from the APLAR Board:
 - a) The type and content of posts to be published;
 - b) The timing and frequency of posts;
 - c) Appointment of content developers and moderators for each social media platform.
3. Social Media Content
 - a) Content for social media posts shall be provided by APLAR secretariat, APLAR Congress PCO, APLAR-appointed content developers, other rheumatologists, and the working group;
 - b) All posts, except those related to APLAR Congress, will require approval from the social media oversight committee and the Chairperson of the relevant APLAR committee;
 - c) All APLAR Congress-related Posts will require approval from the Local Organising Committee and published by the Congress PCO;
 - d) APLAR secretariat is responsible for the posting of all other content across all the different platforms;
 - e) Posts approved by the Social Media Oversight committee will be published on the Social Media Platform by APLAR Secretariat within 1 working day.
4. Comments and replies on APLAR Social Media Platform shall be monitored daily by APLAR-assigned moderators.
 - a) All comments and replies must adhere to the APLAR Social Media Policy.
 - b) Comments or replies deemed not acceptable shall be flagged for review by the Oversight Committee or removed from the platform.

Code of Ethics for Social Media Users

Social media activities that are considered unacceptable include, but are not limited to:

1. Uploading or posting of material that is unlawful, disruptive, threatening, profane, abusive, harassing, embarrassing, tortuous, defamatory, libellous, or is an invasion of another's privacy, is hateful racially, ethnically, religiously, or otherwise objectionable as solely determined in APLAR's discretion.
2. Impersonating any person or entity or falsely stating or otherwise misrepresenting your affiliation or agency relationship with a person or entity;
3. Transmitting any material that we do not have a right to make available under any law or under contractual or fiduciary relationship;
4. Transmitting material that infringes any patent, trademark, trade secret, copyright, or other proprietary rights of any party;
5. Transmitting any unsolicited or unauthorized advertising (including advertising of non-APLAR services or products) promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes";
6. Transmitting any material that contains malware and viruses;
7. Attempting to collect or store personal data about third parties without their knowledge or consent;
8. Recording any data without authorization or sharing confidential information of any party.