

# ACES Policy Document Social Media Use

Afghanistan Center for Epidemiological Studies

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## PURPOSE & SCOPE

The purpose of this policy is to establish guidelines and standards for the use of social media platforms by the Afghanistan Center for Epidemiological Studies (ACES). The policy aims to ensure responsible and effective utilization of social media to advance the objectives of studying health and disease impacts, promoting health, and disseminating research findings.

This policy applies to all employees, volunteers, and affiliates of the Afghanistan Center for Epidemiological Studies who utilize social media platforms on behalf of ACES or in relation to their work at ACES.

## OBJECTIVES OF SOCIAL MEDIA USE

- **Dissemination of Information:** Social media platforms will be utilized to share relevant information, research findings, and updates related to health, disease impacts, prevention strategies, and environmental monitoring.
- **Promotion of Health:** ACES will leverage social media to promote public health awareness, preventive measures, and healthy lifestyles, providing evidence-based information and resources to the community.
- **Collaboration and Engagement:** Social media will be used to foster collaboration, engage with partners, stakeholders, and the public, and promote dialogue on pertinent health issues.
- **Reputation Management:** ACES will use social media to build and maintain a positive online reputation, reinforcing its credibility as a leading authority in epidemiological studies.

# AUTHORIZED USERS

- **Designated Individuals:** Only authorized employees, volunteers, or affiliates assigned by ACES will be permitted to represent ACES on social media platforms.
- **Personal Use:** Employees, volunteers, and affiliates are encouraged to maintain a clear distinction between their personal social media accounts and those representing ACES. Personal opinions shared on personal accounts should not be misconstrued as the views of ACES.

# ACCOUNT MANAGEMENT

- **Official Accounts:** ACES will establish and manage official social media accounts to represent the organization. The responsibility for managing these accounts will be assigned to authorized individuals who will adhere to the guidelines outlined in this policy.
- **Account Access:** Access to official ACES social media accounts will be limited to authorized individuals only. Passwords and login information must be securely stored and shared with authorized personnel only.
- **Account Monitoring:** Authorized individuals managing official accounts are responsible for monitoring and moderating content, ensuring compliance with ACES' values, policies, and legal requirements.

# CONTENT GUIDELINES

- **Accuracy and Integrity:** Information shared on social media platforms must be accurate, evidence-based, and aligned with ACES' mission. Efforts should be made to fact-check information before dissemination to ensure the credibility of the organization.
- **Respectful Communication:** All interactions on social media should be conducted in a respectful, professional, and courteous manner, maintaining sensitivity to cultural, religious, and social differences. Offensive, discriminatory, or harassing language or behavior is strictly prohibited.
- **Confidentiality and Privacy:** Employees, volunteers, and affiliates must adhere to patient privacy laws and regulations. Confidential or sensitive information should not be shared on social media platforms without proper authorization.
- **Intellectual Property:** Respect copyright laws and intellectual property rights when sharing content from external sources. Always provide appropriate attribution or seek necessary permissions.
- **Crisis Communication:** In the event of a crisis or emergency, ACES will adhere to a predefined crisis communication plan, which includes guidelines for social media communication. Authorized individuals must follow these guidelines and promptly inform the designated authorities.

# MONITORING AND EVALUATION

- ACES will periodically monitor social media accounts and evaluate their effectiveness in achieving the stated objectives. Feedback from users and stakeholders will be considered for continuous improvement and refinement of social media strategies.



# COMPLIANCE AND CONSEQUENCES

- Failure to comply with this social media policy may result in disciplinary action, which may include revocation of social media account access, termination of employment or affiliation with ACES, or legal consequences as deemed necessary.

# REVIEW AND UPDATES

- This policy will be reviewed periodically to ensure its relevance and effectiveness. Any updates or modifications will be communicated to all relevant individuals within ACES.

## CONCLUSION

By adhering to this policy, employees, volunteers, and affiliates of ACES can contribute to the responsible and effective utilization of social media, advancing the objectives of studying health and disease impacts, promoting health, and disseminating research findings in a professional and ethical manner.