

These Guidelines provide chapter leaders, officers, and members with a summary of Black Nurses Rock Foundation or BNR's policies and guidance that apply to personal participation and comments on social media sites such as Facebook, Twitter, Instagram, LinkedIn, QZone, VK, YouTube, Reddit, Snapchat, Google+, Pinterest, Tumblr, blogs and wikis. The Guidelines apply to all external social media situations where you associate yourself with BNR, interact with other BNR members, partners or vendors or comment on BNR social media posts, products or services.

The Guidelines are not intended to limit any member's rights, including privacy or the right to communicate about membership involvement, chapter involvement, or conditions of organization. As is standard in all industries, BNR monitors public social media mentions of BNR for opportunities to engage with members and partners. If you have any questions about BNR policies or these Guidelines, please contact the BNR National Office at (850) 475-3535.

Authorized BNR social media accounts

Only designated BNR chapter leaders, board members, or national office staff are authorized to establish social media profiles or accounts on behalf of BNR, speak on behalf of BNR on social media or use social media to conduct BNR business.

If you want to establish a social media presence on behalf of BNR or a BNR department, speak on behalf of BNR in social media or use social media to conduct BNR business, please contact the BNR National Office by sending an email to chapters@blacknursesrock.net.

***Question:** I want to use my social media account to communicate with BNR members in my territory. Do I need approval from BNR?*

***Answer:** Yes. If you plan to use a social media account to conduct BNR business, you must indicate the address and owner of the account on the Chapter Contact form submitted with your application. Please email chapters@blacknursesrock.net for additional information.*

***Question:** I want to establish a personal YouTube site dedicated to providing educational resources to nurses in my community. Do I need approval from BNR?*

***Answer:** No. If you establish the site with your personal contact information, and the site is unrelated to your work at BNR, you do not need approval from BNR.*

Identifying yourself as a BNR member or referring to "Black Nurses Rock (BNR)" on social media

If you participate in social media and associate yourself with BNR, any statements, images or material you post may be perceived as being on behalf of BNR. To help protect you and BNR, and to help ensure compliance with the law, keep the following considerations in mind.

1. General considerations: When you associate yourself with BNR, interact with other BNR members, partners or vendors or comment on BNR products or services we suggest that you:
 - use personal contact and email information, rather than your BNR contact information
 - avoid "BNR" or other company trademarks, including images, logos, graphical treatments or

- any part of the organization name, as your account name, username or profile photo
 - be clear that you are speaking for yourself and not on behalf of BNR
 - consider adding a disclaimer in your profile such as: "This is my personal (account, blog, space, comment) and contains my own views, thoughts and opinions. It is not endorsed by BNR and is not an official communication of BNR."
 - take care and ensure what you post to your social media account is factually correct
2. **Follow existing BNR policies:** You should follow the same policies that BNR members are expected to follow every day including, but not limited to, the BNR Mission and Vision, Non-Discrimination Policy, Medical Disclaimer, and if serving as a chapter leader, the Chapter Charter Agreement.
 3. **Respect all copyright and other intellectual property laws:** For BNR's protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property, including BNR's own copyrights, trademarks and brands.
 4. **Be responsible and respectful:** You are personally responsible for the comments and content you post on social media. Do not post comments or content about BNR members, vendors or partners that are threatening, bullying, violent, obscene, intimidating, harassing, discriminatory or that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or BNR non-discrimination policy. Conduct in social media that violates BNR policies or the law could affect your membership/chapter leadership at BNR.
 5. **Safeguard confidential information and personal data:** Do not misuse or disclose confidential information. Confidential information includes BNR trade secrets, non-public information about proprietary business assets, BNR earnings, technology, business plans and strategies, intellectual property and supplier and customer information. Do not misuse personal data of others. Misuse may include disclosure of certain personal data without consent or authorization. In accordance with applicable data privacy laws, personal data is information such as address, phone number, photo image/likeness, national identification number or health information. For additional information, please refer to the BNR Bylaws, Policies and Procedures governing privacy and confidential information.

These Guidelines are not intended to restrict communications by members about their dues or other terms and conditions of membership, nor do they prohibit you from reporting conduct to, providing truthful information to or participating in any investigation or proceeding by any government agency or self-regulatory organization.

6. **Be transparent:** If you make a recommendation or endorse a BNR product or service, use your real identity and disclose that you work for BNR.

***Question:** If I am on social media and see that someone has a membership/chapter service complaint or is bad-mouthing BNR should I respond?*

***Answer:** BNR has a staff of individuals who monitor social media and are trained to respond to customer service or other complaints on social media. Let the BNR National Office staff respond to the complaint or, if you believe they are not aware of the complaint, report it at chapters@blacknursesrock.net.*

7. **Respect privacy:** BNR Board members and National Office staff should respect members privacy and must not request passwords to their personal social media accounts. Also, board members and national office staff should be cautious about “friending” or “following” subordinates on non-professional social media sites such as Facebook, Instagram or Snapchat.

8. **Realize the risks:** Please read these Guidelines carefully. The Guidelines are meant to protect you by helping you comply with the BNR Bylaws, Non-discrimination Policy, Website Disclaimer, and other applicable company policies, violations of which can result in discipline up to and including removal of membership. The Guidelines are also meant to protect BNR, as deviation from the Guidelines can expose BNR to legal liability, harm the BNR brand or damage trusted relationships with vendors or partners.

Communications with stock analysts and media

Communications made on behalf of BNR with members of the media or investment analysts should be coordinated through the BNR National Office.

Changes to the Guidelines

These Guidelines will continue to evolve as new technologies and social networking tools emerge. Check back periodically to make certain you are up-to-date. BNR may modify, suspend or withdraw the Guidelines at any time.

For more information: If you have any questions about BNR policies or these Guidelines, please contact the BNR National Office at (850) 475-3535.

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