

## Cardiac Neurodevelopmental Outcome Collaborative (CNOC) Social Media Policy

This policy was created by the Cardiac Neurodevelopmental Outcome Collaborative (CNOC) Communications Committee and has been approved by the CNOC Steering Committee on 2/6/2020.

CNOC supports the use of social media to reinforce the mission of the collaborative and increase online presence for medical providers and patients/families, as well as interaction between parties. The Mission of CNOC is to determine and implement best practices of neurodevelopmental services for individuals with pediatric and congenital heart disease through clinical, quality improvement, and research initiatives. As such, social media can perform a valuable educational function through postings informing and discussing about:

- Scientific abstracts, presentations, and publications.
- Scientific sessions and educational opportunities, such as the Annual Scientific Sessions of the Cardiac Neurodevelopmental Outcome Collaborative.
- Sources of educational material and links to content on the CNOC website.
- Relevant news and current events regarding cardiac neurodevelopment, including clinical, educational, research, and job opportunities.
- Information on membership and outreach.
- Opportunities to engage with CNOC membership and community, including online conversation, discussion, and sharing of personal experience with any of the above topics (e.g., pictures from the Annual CNOC Scientific Sessions, commentary at a talk or paper, links to CNOC site pages).

CNOC may utilize social media platforms, including, but not limited to, Twitter and Facebook pages, and social media will be overseen and monitored by administrators designated by CNOC's Communications Committee. The CNOC content shared on these platforms aims to be informative, interactive, and responsive with prompt monitoring and maintenance of the sites.

CNOC is aware that there may be misuse, inadvertent and otherwise, of social media and thus promulgates this policy on social media used on behalf of CNOC and using the CNOC name and logo to indicate affiliation of a given social medium with CNOC. This social media policy is written to guide the participation of users in a way that is consistent with CNOC's stated mission and vision.

It is important to understand that posting material on a CNOC social media site should not use the conventions of normal informal conversation but, rather, is a helpful written *formal* platform for exchange of information, ideas, and opinion relevant to the mission of CNOC. The use of social media should always be considered public and there should be no assumption of privacy for any posting. Users assume risk when they participate on the social media forums and should take precautions to remain safe using these mediums.

## Guiding Principles:

1. CNOC social media sites are intended to be used only for matters relevant to the field of cardiac neurodevelopment, quality of life, and psychosocial outcomes and are not to be used for personal or other matters.
2. The opinions and views expressed by users on CNOC social media platforms represent the thoughts of the individual users and online communities and are not expressions of or endorsed by CNOC or any of its directors, officers, partners, representatives or affiliates.
3. CNOC is a non-profit organization 501(c)3 and may take action to assure that social media activities are consistent with requirements of this status, including adherences to certain laws and regulations.
4. CNOC makes reasonable efforts, to the extent possible, to monitor, and/or moderate content posted on its social media platforms. Users are expected to post in a respectful, professional, and collaborative manner, with appropriate online conduct. Disagreements should be polite and limited to objective data, verifiable information, and constructive criticism rather than personal attacks or opinions. CNOC reserves the sole right to review, respond, block and/or delete posted material, in whole or in part, immediately and without notice as possible within the tools of the platform. Examples of comments (or other content, including images) that may be deleted, blocked, or reported include, but are not limited to, the following:
  - Abusive, hurtful, or defamatory comments about another participant or a non-participant and their motives, qualifications, and competence.
  - Comments that use foul language or 'hate speech' (for example, including, but not limited to, racial, ethnic or gender bashing language; even if intended to be humorous);
  - Off-topic and redundant comments (this includes promotion or solicitation of events, groups, pages, websites, organizations, products and programs not specifically approved by CNOC), chain letters, or other posts with spam, worms, or viruses.
  - Comments that advocate, sanction, or encourage any illegal activity;
  - Comments that violate or encourage violation of any applicable local, state, or national laws or regulations;
  - Comments that misrepresent one's affiliation or relationship with a person or entity, or that are otherwise false, misleading, or fraudulent;
  - Comments that represent to indicate the standard of practice in a hospital or health system without formal approval of the hospital or health system.
  - Personal attacks or defamatory statements or comments (i.e., making negative personal or untrue comments about a participant), instead of just criticizing his/her posting, opinion or comments;

- Comments that violate the privacy of any individual or group or share confidential, sensitive, or proprietary information, including Protected Health Information (PHI).
  - Comments that seek to advertise or promote specific products or services, or posts for commercial purposes (with some exception, e.g., job postings or position openings);
  - Political statements with endorsements or other polarizing and divisive issues not directly relevant to the CNOC mission; and
  - Solicitation of research participation that is not sanctioned by CNOC;
5. CNOC further reserves the sole right to, immediately and without notice, limit, suspend, or terminate any individual user's ability to post content to any CNOC social media platform within the scope of the tools available on each social media platform. CNOC will not be liable in any way for its action or inaction in this regard.
  6. Material posted on any CNOC social media platform is provided for informational purposes only. Such information is not intended to be personal medical advice and should not be considered personal medical advice or clinical recommendation, nor is it intended to replace consultation with a qualified physician or other healthcare provider.
  7. CNOC makes no representations or guarantees of any kind regarding the content or scientific support for the accuracy of information posted on any CNOC social media platform. CNOC's moderation of social media is intended as a service to protect CNOC and ensure that users can be assured that all CNOC social media postings have been reviewed as appropriate and non-offensive. This moderation does not constitute formal peer review and the scientific accuracy of CNOC social media postings is not assured or validated by CNOC. CNOC will not be liable for damages of any kind based on or in any way related to any CNOC social media platform, the monitoring or moderation (or lack thereof) of any content thereon, or the use of any information posted thereon.
  8. All links to other websites or other social media accounts (e.g., likes, retweets, shares) found linked from any CNOC social media platform are provided as a service to readers, but such linkage does not constitute endorsement by CNOC of those sites, or their links, and as such, CNOC is not responsible for the content of such external websites or accounts. In addition, the use by any person of any such link is at such person's sole discretion and risk, and CNOC shall not be liable for any consequences arising out of the use of such link.
  9. By submitting content to any CNOC social media platform, you understand and acknowledge that this information is available to the public, and that CNOC may display and use this information for internal and external promotional purposes, and fundraising purposes. Please note that other participants may use your posted information beyond the control of the posting individual and beyond the control of CNOC. If you do not wish to have the information you have made available via this site used, published, copied and/or reprinted, please do not post on these sites. You are responsible for all user content you share via any forum.
  10. No material posted on this page is protected by copyright and all can be used by others under the terms of the Creative Commons License. Posting of material which is already trademarked or under copyright of another person or entity is not permitted without

prior written permission. However, users can and should refer to copyrighted material using standard academic citation procedures.

11. This policy and other practices may be revised at any time.
12. If you believe that content or material posted on any CNOc social media platform contains inappropriate, confidential or proprietary information, please contact CNOc at [cnoc@cardiacneuro.org](mailto:cnoc@cardiacneuro.org).