

Social Media Guidelines

The AAAAI is aware of the opportunities and challenges that social media and social networking present for the organization, AAAAI members, and patients and consumers. These guidelines are designed to allow for discussion and education, while providing a framework of professional ethics to protect the organization, members and patients alike.

Inherent in these guidelines is the understanding that no post to any electronic format is totally private. Once posted, the information can be transferred and saved by any source.

Additionally, the AAAAI recognizes that emerging technology and social trends will continue to emerge. As such, these guidelines will be modified to assure best practices in social media.

General Guidelines

The AAAAI will...

- Abide by all federal laws including copyright, anti-trust regulations, HIPAA or other violations of confidentiality.
- Maintain a “closed” YouTube channel, limiting downloads to the channel to videos sanctioned by the AAAAI.
- Maintain a “closed” Members Only LinkedIn group, allowing members to share information in a relatively secure setting.
- Not diagnose or prescribe treatment for an individual patient via social media. All references to the symptoms, diagnosis, treatment and management of disease will be limited to general circumstances.
- Not use, nor allow the use of profane or discriminatory language.
- Not allow cyber-bullying.
- Not allow posts related to the sale of goods, studies or services.

When posting to AAAAI social media outlets, AAAAI members will...

- Abide by all federal laws including copyright, anti-trust regulations, HIPAA or other violations of confidentiality.
- Not use, nor allow the use of profane or discriminatory language.
- Not allow cyber-bullying.
- Not post regarding the sale of goods or services.

When posting to external internet and social media outlets, AAAAI members will...

- Respect AAAAI copyrights and trademarks, including the use of the AAAAI logo.
- Not post to outside social networks as a representative of the AAAAI.

Guidelines for AAAAI Posts to AAAAI Social Media Channels

- Criteria for posting articles about or links to relevant research: The source for research, guidelines or practice parameters must be a peer-reviewed medical journal or supplement to a journal.
- The AAAAI will not initiate controversial discussions about a particular company, brand name, organization or healthcare provider.

Guidelines for AAAAI Posting Content to Other Social Media Channels

- Avoid posting for the sake of posting. Posts to other channels must be relevant and add value to a discussion.
- AAAAI members and staff may not post anonymously or use a pseudonym in order to engage in public relations, advocacy or public education efforts on behalf of the AAAAI.