



Social Media Policy for the Indian Association of Occupational Health

Effective Date: 29th January 2025

Purpose

The purpose of this Social Media Policy is to establish guidelines for the responsible use of social media by members of the Indian Association of Occupational Health (IAOH) across various platforms, including WhatsApp, Instagram, LinkedIn, X (formerly Twitter), and Facebook. This policy aims to protect the integrity of our association, ensure professionalism in communications, and delineate the rights and responsibilities of administrators and members.

General Principles

1. **Professionalism:** All communications on social media should reflect the values and professionalism of IAOH. Members are ambassadors of the association and should uphold its reputation.
2. **Respect and Inclusivity:** Engage respectfully with others, valuing diverse opinions, backgrounds, and experiences. Harassment, hate speech, discrimination, or unprofessional language will not be tolerated.
3. **Confidentiality:** Members must not share confidential or proprietary information about IAOH, its members, clients, or partners. Respect all privacy and confidentiality agreements.
4. **Accuracy:** Members should strive for accuracy in all communications. Fact-check information before sharing and correct any mistakes promptly.
5. **Compliance:** All members must adhere to applicable laws and regulations related to online behaviour, including copyright, privacy, and data protection laws.

Rights of Administrators

1. **Content Moderation:** Administrators have the right to monitor and moderate all content shared on official IAOH social media platforms. This includes the ability to remove posts or comments that violate the policy or are deemed inappropriate.
2. **User Management:** Administrators may manage user access to social media groups or pages, including the right to mute, block, or remove members who violate this policy.
3. **Content Creation:** Administrators are responsible for creating and curating content that aligns with IAOH's mission and values. They can post updates, share relevant resources, and promote events.
4. **Crisis Management:** In the event of a crisis or negative publicity, administrators are authorized to respond on behalf of IAOH and manage communications to protect the association's reputation.
5. **Policy Enforcement:** Administrators have the authority to enforce this policy and take necessary disciplinary actions against members who violate it.

Responsibilities of Members

1. **Professional Conduct:** Members are expected to always communicate professionally and respectfully. Personal opinions should be clearly labelled as such when shared. Interaction will be only in common language (English). Vernacular or regional languages are not permitted.
2. **Engagement:** Members should engage in discussions related to occupational health and support the goals of IAOH. Contributions should be constructive and relevant.
3. **Content Sharing:** Members are encouraged to share content that promotes IAOH's mission, including articles, research, and events. Ensure that shared content is accurate and credible.
4. **Respect for Others:** Members must refrain from using hate speech, unprofessional language, or engaging in personal attacks. Disagreements should be handled respectfully.
5. **Reporting Violations:** Members are responsible for reporting any content or behaviour that violates this policy to the administrators promptly.
6. **Confidentiality:** Members should not disclose any confidential information related to IAOH or its members without proper authorization.

Platform-Specific Guidelines

WhatsApp

- Use WhatsApp for professional communications related to IAOH activities only.
- Create groups with the consent of all members and maintain a professional tone in discussions.

Instagram

- Share content that highlights IAOH's work, including events and educational resources.
- Obtain consent before posting images of individuals or sharing personal information.

LinkedIn

- Maintain a professional demeanor in all interactions.
- Share industry-related articles and insights that align with IAOH's mission.

X (formerly Twitter)

- Keep tweets concise and relevant. Use official hashtags when discussing IAOH-related topics.
- Avoid engaging in or promoting hate speech or unprofessional behavior.

Facebook

- Use Facebook to promote IAOH events, share news, and foster engagement within the community.
- Monitor your comments and interactions, responding professionally.

Crisis Communication

In the event of a crisis or negative publicity, members should refrain from commenting publicly on behalf of IAOH. All inquiries should be directed to the designated communications officer or leadership team.

Enforcement

Violations of this policy may result in disciplinary action, including potential removal from IAOH membership or access to association platforms. Administrators will investigate reported violations and take appropriate action.

Review and Updates

This policy will be reviewed annually and updated as necessary to reflect changes in social media trends and legal requirements.

Acknowledgment

By participating in IAOH and its social media channels, members acknowledge that they have read, understood, and agree to abide by this Social Media Policy.

Contact Information: For questions regarding this policy, please contact:

Hon. Gen. Secretary
Indian Association of Occupational Health
iaohsecretariat@gmail.com

This policy serves as a guideline for promoting a professional and respectful online presence for members of the Indian Association of Occupational Health. Your cooperation is essential in maintaining a positive and effective communication environment.