



Social Media Guidelines for Corporate Members

BIAMI strives to create an online space for our community of brain injury survivors, caregivers, and professionals. We encourage civil discourse, lively conversation, and constructive dialogue between our members. What we outline in these guidelines are how we request all members of our community to conduct themselves on our social media platforms. Please remember when you interact on our social media, there is another person much like yourself at the other end and we ask you treat them as you would want to be treated.

Objective: Outlining acceptable and unacceptable behaviors from corporate members, as well as outlining what BIAMI will and will not share on the BIAMI social media outlets on behalf of corporate members.

Social media outlets include, but are not limited to: Facebook, Twitter, LinkedIn, YouTube, Instagram, and any portion of the BIAMI site that allows for user to user and/or BIAMI to user interactions.

DO

- Share or retweet BIAMI posted content as it relates to you or your organization or if it is deemed useful to your social media followers
- Leave thoughtful comments on BIAMI posts when relevant and you can add to the conversation
 - This DOES NOT include irrelevant advertising for your products or services
- Like (or use other Facebook reaction) BIAMI posts
- Mention BIAMI in posts when relevant
 - These include posts about BIAMI events and sharing of content produced or originally shared by BIAMI*
- Respond to replies from followers
 - This only applies when BIAMI followers reply to a comment you have left and a reply is necessary
- Report any behavior that violates our guidelines via direct message on the social media platform the incident occurred on or via email to staff@biami.org and include "ATTN: Social Media Guidelines Violation" in the subject line

DON'T

- Use BIAMI social media outlets to send unsolicited direct messages BIAMI followers
 - This includes anything related to soliciting for a business you run or work for, products you are trying to sell, services you may offer*
 - This is spamming and if caught or reported, first time offenders will be immediately banned
- Use BIAMI social media outlets as means for blatant advertising
 - This includes anything related to soliciting for a business you run or work for, products you are trying to sell, and services you may offer*
 - This is spamming and if caught or reported, first time offenders will be immediately banned
- Mention BIAMI in irrelevant posts
 - This includes anything unrelated to brain injury, BIAMI events, or groups BIAMI works with*
 - First time offenders will receive a warning and their comments will be deleted
 - Second time offenders will be banned
- Do not start fights on BIAMI social media outlets
 - Civil discourse is welcome, but personal attacks are not

*This is not an all-inclusive list, but rather a few common examples, as such BIAMI reserves the right to take any action deemed necessary (remove tags, delete posts, hide or delete comments, issue warnings, and ban users).

- Trolling or making offensive comments are not conducive to civil discourse or conversations of any kind and only provoke fights*
 - First time offenders will receive a warning and their comments will be deleted
 - Second time offenders will be banned
- Harass BIAMI followers or other corporate members
 - Harassment includes personal attacks, unprovoked derogatory comments, and threats to violence*
- Unnecessarily report a follower or corporate member
 - Reports of abuse or any violation of our social media guidelines are taken serious, as such no false or flimsy report should be made
 - Flimsy reports include reporting followers for correcting incorrect or misleading information, suggesting alternative goods or services to your own to a follower, or calling out a rude, derogatory, or threatening comment*
 - First time offenders will receive a warning
 - Second time offenders will be banned
- Trolls will be immediately banned
 - Trolling is when a deliberately offensive or provocative posts with the aim of upsetting someone or eliciting an angry response are made
 - These are not constructive and do not lead to or aid in civil discourse and will not be tolerated
 - First time offenders will be immediately banned
- Engage in arguments with followers or other corporate members on BIAMI social media outlets
 - Civil discourse is always welcome, vicious arguments are not
 - BIAMI will take care of trolls and other instigators, do not take it upon yourself
 - Please feel free to report any trolls, instigators, or anyone who violates these social media guidelines in any way to BIAMI
 - First time offenders will receive a warning and their comments will be deleted
 - Second time offenders will be banned
- Use BIAMI social media as a platform to attack other corporate members
 - BIAMI social media outlets are not the place to settle disputes with other organizations
 - Take any and all complaints you have with an organization to that organization or proper regulatory entity
 - First time offenders will receive a warning and their comments will be deleted
 - Second time offenders will be banned
- Post or link to inappropriate content
 - This includes graphic sexual content, violent content, content which encourages others to commit unlawful acts, viruses, spyware, malware, potentially harmful code, content which violates copyrights or intellectual property rights, or otherwise explicit content*
 - First time offenders will be immediately banned
- Use inappropriate, rude, derogatory, or threatening language
 - This includes slurs of any kind, threats of or allusions to violence, and obscene language*
 - First time offenders will be immediately banned

BIAMI WILL

- Share corporate member content when relevant to BIAMI followers
- Like (or use other Facebook reaction) corporate member posts when appropriate and relevant to BIAMI
 - Sources of relevant and truthful information include medical professionals and reputable news sources*

*This is not an all-inclusive list, but rather a few common examples, as such BIAMI reserves the right to take any action deemed necessary (remove tags, delete posts, hide or delete comments, issue warnings, and ban users).

- BIAMI will remove any posts that are deemed irrelevant, contain false or misleading information, or are from unrecognized or disreputable sources
- Tag your organization in relevant posts
 - This includes event promotion for events you and BIAMI are co-sponsoring, events you are putting on that BIAMI deems beneficial to our followers, news or information that your organization releases or publishes that would be of interest to our followers
- Redirect or curtail conversations that descend into repetitive flame-wars based on ingrained personal opinion or generalizations
 - BIAMI wants our social media platforms to be a nurturing and understand place for survivors and caregivers, as well as a place where professionals can offer their insights to help others
 - When conversations get too heated, they devolve into vicious, unproductive, and toxic arguments (or flame-wars) and cannot be allowed

BIAMI WON'T

- Use BIAMI social media outlets as an extension of your social media outlets or as an advertising platform
 - Our followers (who are primarily survivors and caregivers) come first, which means content that they find useful is our top priority
 - Useful content includes information regarding research/study results and other new findings; information regarding events relevant to BIAMI, BIAMI members; persons with brain injury, caregivers, and/or professionals working with clients who have a brain injury*
- Allow you to post content to our social media outlets that is irrelevant, contain false or misleading information, or are from unrecognized or disreputable sources
 - On Facebook, all user posts must be approved before they are visible by other followers
 - While other social media outlets do not have this same feature, they are heavily monitored at all times, any posts that meet the above criteria will be removed
 - Users that violate this will be immediately banned
- Haphazardly like (or use other Facebook reaction) corporate member posts
 - BIAMI will only like (or use other Facebook reaction) on posts deemed relevant to BIAMI, brain injury, survivors, caregivers, and/or professionals working with clients who have a brain injury*
- Tag or mention you in posts for the sake of tagging or mentioning you
 - BIAMI will only tag or mention organizations in posts as they relate to that organization
- Allow any content that may put BIAMI, your organization, or our followers in legal jeopardy
 - This includes potentially defamatory comments, viruses, files, potentially harmful code, or material posted in potential breach of copyright*
- Accept questions or comments regarding moderation of BIAMI's social media outlets
 - Decisions to remove comments, posts, and/or content are final and done to protect members of BIAMI's community

Remember: Social media is SOCIAL, that means blatant advertising does not go over well with users. Engagement is fine, but self-promotion is not. Please do not engage in behavior on our social media outlets that you would not want someone to do on yours. Thank you in advance for your cooperation.

*This is not an all-inclusive list, but rather a few common examples, as such BIAMI reserves the right to take any action deemed necessary (remove tags, delete posts, hide or delete comments, issue warnings, and ban users).