

## Social Media Guidelines for IAFN Chapters

### WHAT SOCIAL MEDIA PLATFORM SHOULD I USE?

IAFN doesn't recommend a specific platform. IAFN doesn't require chapters to have a website or social media.

Choose the platform(s) that your current and future boards will be able to maintain consistently. Consider what platforms you will be able to update regularly (1x week) and that future officers will be able to maintain at a similar rate.

Educate your chapter members on where and how to access chapter information. Chapters are better off having fewer social media accounts than old or inconsistent social media engagement.

### HOW OFTEN SHOULD I POST?

Social media is 24/7, all year long. As such, it is critical to update your content regularly. At a minimum, post at least once a week. Three times a week is ideal.

### WHAT SHOULD I POST?

Post original, engaging content regularly. Some ideas include:

- Specific call-to-action (register for an event, renew membership, legislative action alerts, etc.)
- Statistics/Fun Facts about your chapter
- Photos/Videos/Presentations/Slideshows
- Member Quotes/Testimonials/Positive Feedback
- Announcements/Milestones
- Questions/Quizzes you would like to ask members
- Repost from IAFN national or other IAFN chapters
- Review the IAFN Member Community Policy

In all cases, Chapters must also adhere to the [Forensic Nurses Logo Style Guide](#) and the Forensic Nurses Style Guide.

## WHAT GENERATES MORE CONVERSATION AND INTEREST IN POSTS?

### FACEBOOK

- Tag @ForensicNurses in your posts when relevant. This makes your shared content searchable and visible to the entire IAFN Facebook community.

### TWITTER

- Mention and retweet @ForensicNurses on Twitter. Engaging with us makes your profile more credible and legitimate.
- Use hashtags. They make your content more searchable, categorized, and part of the IAFN conversation. Some key hashtags to include are #ForensicNurses, #IAFN, and #ForensicNursing.

### INSTAGRAM

Tag @iafn\_forensicnurses in your posts when relevant. This makes your shared content searchable and visible to the entire IAFN Instagram community.

### LinkedIn

Tag @International Association of Forensic Nurses in your posts when relevant. This makes your shared content searchable and visible to the entire IAFN LinkedIn community.

## WHAT HAPPENS IF I RECEIVE A NEGATIVE COMMENT?

- In the event of negative or disparaging comments or content not in line with IAFN's mission, protocol is to remove the post and block the user. This is not to be confused with criticism of IAFN, IAFN affiliates or IAFN Members. The protocol in this instance is to not delete the criticism, but address the criticism with facts.
- Reach out to Melissa Raymond, IAFN Marketing Manager, for support if needed.

## SOCIAL MEDIA BEST PRACTICES

- **Be concise.** Readers are prone to skip your post entirely if it is too drawn out. Post in the clearest, shortest form possible.
- **Consider your audience.** Remember that your readers are comprised of diverse backgrounds. Also consider the platforms. People on Facebook, may not want the same type of information as on Twitter or LinkedIn.
- **Bring value.** Everything posted reflects IAFN's reputation and influence. Be sure that your posts are of a topic of interest.
- **Be responsible** for what you write. Exercise good judgment and common sense when developing posts. If you think it is inappropriate or may not be received as your intended purpose, it's probably best to refrain from posting it.
- **Avoid copyright infringement.** As IAFN holds the right to all developed content (including photos, video, technical papers, etc.), IAFN reserves the right of approval regarding use of content and the right to remove content used without approval from IAFN.
- **Know your resources.** Review the [IAFN Chapter Social Media Policy](#) the [IAFN Member Community Policy](#) for perspective on IAFN's values and expectations for the IAFN Community that might help guide decision making on social media.

## SOCIAL MEDIA RESOURCES FOR NURSES

- A Nurse's Guide to the Use of Social Media from NCSBN  
[https://www.ncsbn.org/NCSBN\\_SocialMedia.pdf](https://www.ncsbn.org/NCSBN_SocialMedia.pdf)
- ANA's Social Media Principles  
<https://www.nursingworld.org/social/>
- Social Media and Health Care Professionals: Benefits, Risks, and Best Practices by C. Lee Ventola  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/>
- Must-Read Social Media Advice for Nurses  
<https://nurse.org/articles/nurses-social-media/>