

## **AAES Guidelines for Social Media Engagement**

### *Importance of social media*

The AAES and its members make important contributions to the practice of medicine, research and beyond. Online collaboration platforms are fundamentally changing the way we work and engage with others. It is very much in the interest of the AAES and its members to be aware of and participate in this sphere of information, interaction and exchange of ideas.

### *AAES Social Computing Guidelines/Principles*

The AAES brand is best represented by its members. AAES members are expected to conduct themselves in a professional manner. This includes the use of social and other media. Members are personally responsible for the content they publish on-line. Activities adversely affecting the AAES are a proper focus for organizational policy. It should be clarified that opinions expressed by members of the AAES related to AAES matters are not necessarily those of the AAES. Confidential or proprietary information of the AAES should not be published on social media. Copyright, fair use and HIPAA laws are to be respected. Consider that research data presented at meetings may not be suitable for on-line publishing. While the AAES fully respects the legal rights of its members, conduct unbecoming could result in sanctions affecting membership status.

### *Importance of social media to our future*

Because AAES activities can provide transformational insight and high-value innovation, it is important for the AAES and its members to interact, educate and exchange ideas with others. The AAES will continually explore new opportunities to empower the organization and its members as global professionals, innovators and citizens.