



MassABA Policy on Social Media

Definition and purpose

MassABA utilizes social media to engage with members and constituents about issues and events related to the practice of Applied Behavior Analysis (ABA). The purpose of this policy is to provide guidelines for appropriate and professional use of all MassABA social media platforms.

User shall mean an individual who posts, shares, or authors content to a MassABA social media platform.

Social media and website committee (referred to as “the committee”) shall mean elected member(s) of the MassABA board of directors appointed to the committee who moderate social media platforms operated by MassABA.

Conduct:

All communication on MassABA sites will be professional and respectful. While the discussion and expression of opinions are encouraged on MassABA sites, *hostile* language toward others violates our express policy of professional and respectful communication and is, thus, prohibited. Furthermore, intellectual debate and argumentation are permitted, but belittlement, hostility, or ad hominem are not. Communication may not include bigotry, prejudice, misogyny, profanity, or hatred directed toward another individual or group.

Individuals communicating on a MassABA site shall not discuss specific clients, co-workers, family members, or organizations and shall adhere to confidentiality requirements. Please note that such discretion includes sharing any information--no matter how well-intended--that has the potential to lead to comments from others that potentially violate confidentiality requirements.

Any unauthorized attempt at selling products or services through a MassABA site is strictly prohibited. MassABA has a resources section for both consumers and behavior analysts on its website. All such resources will pertain strictly to ABA. If you're interested in sharing such a resource, please contact a social media and website committee member.

All materials shared on MassABA sites that are copyright or trademark protected may only be shared within specific guidelines allowed by copyright or trademark laws and regulations. Individuals who publicly share content protected by copyright or trademark law are solely responsible for that content. MassABA does not evaluate the legality of shared content.

MassABA is not a political or partisan organization; any political discussion should be limited to legislation related to the profession of ABA and decisions impacting this professional practice.

The logo of MassABA is the intellectual property of MassABA and may not be used without the permission of the board of directors.

Enforcement of conduct policy:

This policy will be provided to all members upon joining MassABA and will be readily available on MassABA social media platforms. MassABA social media platforms are administered and monitored by *the committee*. Any committee administrator may remove a post or discussion on social media that does not abide by the conduct standards in this policy or contains misinformation. The committee will determine the actions resulting from a review, up to and including permanent removal or banning individuals from future posting. Additionally, if the committee has reason to believe that shared content violates any law, it reserves the right to remove the content and report the user to the appropriate legal authority. If a post is removed for violation of one or more of the above conduct standards, the user may request an explanation of the conduct standard violated. All review decisions of the committee are final.

Security:

Individuals using MassABA social media should take care to protect all personal information. Members are encouraged not to share personal or financial information unless it is within a specific registration link or membership account provided by MassABA, which will occur using an encrypted site. Individuals who believe their membership information has been compromised should change their passwords on the MassABA membership site and notify the committee.

Disclaimer:

Only the MassABA Board of Directors may communicate a position or opinion of MassABA. Individuals interacting on MassABA social media platforms do not represent the views of MassABA.