**American College of Clinical Pharmacy**

**Pulmonary Practice & Research Network (PRN)**

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|  | **Title:**  Twitter Account Policy & Procedure |  |
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*Introduction* [*(back to table of contents)*](#Title)

The Pulmonary Practice & Research Network (Pulm PRN, or PRN) Twitter page aims to increase the social media presence of this PRN and its members, and to correspondingly use social media to inform PRN members of this community’s accomplishments as well as accelerate dissemination of pulmonary pharmacotherapy science and evidence. It is available to members and nonmembers of the PRN through Twitter. The PRN Twitter page is accessible at: https://twitter.com/hashtag/pulmprn

This document was adapted from a similar publication on the Ambulatory Care PRN website. This policy should be reviewed and reapproved by the Workforce & Strategic Committee biennially.

*Section 1. Definitions [(back to table of contents)](#Title)*

1. Tweet: a message that is posted on Twitter. It is limited to 140 characters. Tweet is synonymous with “post.”
2. Retweet: the sharing of the original Tweet.
3. Hashtag: a keyword or phrase proceeded by a pound (#) sign. Clicking on a Twitter hashtag will connect the user to the corresponding Twitter page.
4. Follower: a Twitter user who subscribes to various accounts or hashtags.
5. Mention: the use of the ‘@’ sign to communicate with another Twitter user via public post or direct message.
6. Engagement: the communication (i.e. responses, connections, etc.) of Twitter users on a Tweet.
7. Trend: as a hashtag becomes more popular (via Retweets or Engagement) on Twitter, it may subsequently become a trend or a trending topic. Some trends are featured on the Twitter homepage.

*Section 2. Follow & Unfollow [(back to table of contents)](#Title)*

1. Any person may voluntarily choose to follow the Pulmonary PRN Twitter page. Membership to ACCP or the Pulmonary PRN is highly encouraged but not required to follow.
2. Individuals who wish to follow the PRN, may follow the Pulm PRN Twitter page. In order to follow, a Twitter account is necessary.
3. Individuals may disassociate at any time by choosing to ‘unfollow’ the Twitter page.
4. Individuals are subject to misconduct and penalties and may result in loss of ‘following’ status and/or other privileges. (See [*Section 8*](#Section8).)

*Section 3. Posting Content [(back to table of contents)](#Title)*

1. Members of the PRN will not have posting privileges.
2. The Pulm PRN Secretary and the Workforce and Strategic Committee Chair will have access (i.e. username and password) to the Twitter account. They may designate access to assigned delegates, who are Pulm PRN members and who express an interest in maintaining the PRN’s Twitter presence.
3. Members may suggest content or send along a post for consideration to the PRN Secretary, Workforce & Strategic Committee Chair, or their assigned delegate(s).
4. Content will be Tweeted at least every 2 weeks. Recommended Tweets or Retweets include content from (but are not limited to):
   1. American College of Clinical Pharmacy (ACCP)
   2. Other ACCP PRNs (e.g. Ambulatory Care, Adult Medicine, Critical Care, etc.)
   3. Global Initiative for Asthma (GINA)
   4. Global Initiative for Obstructive Lung Disease (GOLD)
   5. American Thoracic Society (ATS)
   6. American Lung Association (ALA)
   7. National Heart Lung and Blood Institute (NHLBI)
   8. The Society for Critical Care Medicine (SCCM)
5. All suggested content must follow rules outlined in section 4. (See [Section 4](#Section4).)

*Section 4. Message Content* [*(back to table of contents)*](#Title)

1. Tweets should be clear and concise. The goal is to promote the activities of the Pulmonary PRN, its members, and news related to pulmonary pharmacy.
2. Clearly articulate in communications whether the information being provided represents factual information/data or is a professional or personal opinion.
3. Recognize and be sensitive to the fact that use of the Twitter page is a “public” activity that is subject to the subpoena power of law enforcement authorities like most other forms of communication. There should be no expectation of privacy.
4. Tweets should not request information that would be unduly taxing on others.
5. Add links in your post to websites or journal articles whenever possible.
6. Repeat and/or continued violations of this section may result in a penalty to or loss of list privileges (See [*Section 8*](#Section8)*.*)

*Section 5. Replying to Tweets* [*(back to table of contents)*](#Title)

1. Any follower of the Pulm PRN Twitter page may comment or retweet on content posted on the page.
2. The Pulm PRN may comment or retweet content that pertains to ACCP, the PRN, or pulmonary pharmacotherapy. Commenting or retweeting content that is outside of the scope of the PRN will not be permitted.
3. When leaving a comment to a post, members should be aware that this message is available for everyone to view. Members commenting should consider whether the comment is appropriate and follows the policies of this document. Remember, comments are public and anyone on Twitter may view them.
4. Members should not attach journal articles or other copyrighted materials unless he/she has written permission to do so. Such attachments violate copyright law. Instead, members should post a link to the article/document on the publisher’s website. If a member does not have access to that article/document, he/she may contact the poster for an *individual* copy of the document.
5. Repeat and/or continued violations of this section may result in a penalty to or loss of list privileges (See [*Section 8*](#Section8)*.*)

*Section 6. Protected Health Information Guidelines* [*(back to table of contents)*](#Title)

1. The ACCP Pulmonary PRN Twitter page is not a covered entity under the Health Insurance Portability and Accountability Act (HIPAA). However, many health care organizations have instituted modifications to their electronic forms of communication (e.g., e-mail) to protect patient confidentiality. Therefore, individuals who choose to post patient-specific information are subject to these guidelines, and to any applicable penalties for non-compliance. As a service, the Twitter page monitors will attempt to notify individual members who are in violation. However, it is the responsibility of persons/entities posting to the Twitter page to comply with applicable laws, including HIPAA and other patient confidentiality laws and regulations as they apply.
2. As governed by HIPAA, it is the posting party's duty to ensure that the posting contains only de-identified patient information as defined under 45 CFR 164.514 (b). (A copy of the current version of the HIPAA regulations may be found at <http://www.hhs.gov/ocr/hipaa>). In order to ensure compliance with HIPAA regulations on the Pulmonary Mailing List, the following patient specific information should not be included in any postings:
   1. Names
   2. Geographic subdivisions smaller than a state, including street address, city, county, precinct, zip code, equivalent geocodes (except for the first 3 digits of the zip, if that designates an area with more than 20,000 people. If less than 20,000 people, the zip should be designated 000)
   3. All dates except year, including birth date, admission date, discharge date, date of death, all ages over 89 years of age, all dates indicative of age (you may aggregate to "90 years of age and older")
   4. Phone numbers
   5. Fax numbers
   6. E-mail addresses
   7. SSN
   8. Medical record numbers
   9. Health plan beneficiary numbers
   10. Account numbers
   11. Certificate or license numbers
   12. Vehicle identifiers and serial numbers, including license plate
   13. Device identifiers and serial numbers
   14. URLs (related to a patient)
   15. IP addresses (related to a patient)
   16. Biometric identifiers, including finger and voice print
   17. Full face photos or any comparable images
   18. Any other unique ID number, characteristic, or code
3. Repeat and/or continued violations of this section may result in a penalty to or loss of list privileges (See [*Section 8*](#Section8).)

*Section 7. Antitrust Laws* [*(back to table of contents)*](#Title)

The following types of communications must be rigorously avoided on the PRN Twitter page because of their actual or perceived violation of federal laws related to restraint of trade and/or anti-competitive practices:

1. Comments, recommendations, questions, or answers concerning the establishment or amounts of specific prices, charges, or costs for products and/or services, sharing of fee structures, or financial information that could suggest possible price collusion among competitors (e.g., competing clinicians or institutions).
2. Recommendations that favor or disfavor a particular vendor or service provider based on the price of those services (e.g., directly or indirectly recommending a “boycott” of a product or service based on price).
3. Opinions that stray toward or may suggest prohibited activities cited above.

*Section 8. Misconduct & Penalties [(back to table of contents)](#Title)*

1. Followers of the Pulmonary PRN are responsible for their Twitter page postings, comments and contributions to the page. Postings and/or comments that are considered inappropriate due to racial, ethnic, religious, moral, or ethical content will not be tolerated.
2. Followers not following the policies and procedures outlined in the document will be sent an email notice of the violation and how to avoid future violations. Continued or repeat violations of the email list may result in the following action(s):
   1. The subscriber may be placed in a temporary or "read only" status and lose the privilege of posting messages.
   2. Under extreme circumstances, a recommendation may be made to the PRN Executive Officers to ban followers from the Twitter page. Note: Only Twitter page administrators can ban Twitter users from liking a page.
3. Posted messages and responses will be monitored by members of the PRN Communications Committee. The Communications Committee reserves the right to cease any Twitter page conversation that no longer offers content relevant to practice/research or introduces inappropriate content. Individual members may continue the conversation amongst themselves, but should not continue to use the Twitter Page.
4. Posted messages should not promote non-professional services or entities.

*Section 9. Frequently Asked Questions (FAQs) [(back to table of contents)](#Title)*

**Who is allowed to post content to the Twitter page?**

Only the Pulmonary PRN secretary, the Workforce & Strategic Committee chair, or their assigned delegate(s) may post on the PRNs behalf. Members of American College of Clinical Pharmacy who are also members of the Pulmonary PRN may request an announcement or topic that promotes the PRN or Pulmonary practice be posted by sending to the Workforce & Strategic Committee chair. ([*Section 2*](#Section2))

**How do I request a post a message on the Pulmonary PRN Twitter Page?**

Members may request a post by emailing the PRN secretary or delegate. The current PRN secretary’s email address may be found on the ACCP website at < <https://www.accp.com/prns/entrance.aspx?prn=AMBU>>. All postings should adhere to the subject and content guidelines outlines in the Policies and Procedures document. ([*Sections 3 through 5*](#Section3))

**Who will be able to view a post?**

Any individual who has followed or goes to the PRN Twitter page will be able to view a post.

**Are members allowed to talk about billing and pricing on the Twitter page?**

Members are not allowed to conduct discussions that would violate antitrust laws outlined and upheld by the Federal Trade Commission. This includes pricing for services and/or medication pricing (medication pricing guides). Discussions about how to find this information or policies and procedures surrounding billing/pricing (i.e. how to complete a form or what document to use) are acceptable. ([*Section 7*](#Section7))

**What happens to members who do not follow the rules?**

Members who fail to adhere to the Twitter page Policies and Procedures may lose the privilege to post to and/or follow the Twitter page. ([*Section 8*](#Section8))