



Social Media Conduct by NAIFA Board Members

Social media is a powerful tool used to communicate NAIFA's message, show NAIFA value and share the NAIFA experience. Social media is also a regular part of personal and professional life. NAIFA Board members must navigate the intersection between their NAIFA leadership role and their online presence.

This policy on Social Media Conduct by NAIFA Board Members urges Board members to take special care when posting, commenting and sharing on social media channels so that such activities do not inadvertently reflect on NAIFA in an unintended or inappropriate way. This policy is supported by the requirements of the Board's fiduciary duties and the practical nature of a Board member's role.

NAIFA Board members owe duties of care and loyalty to the association. Similarly, NAIFA has a duty to protect its reputation and goodwill. These obligations require Board members to refrain from activities that would negatively impact NAIFA or have an adverse effect on NAIFA's ability to achieve its mission or to secure resources to advance its goals. This does not mean that Board members should abandon their personal views or activities on social media. It means that Board members should give special consideration to their ability to harm NAIFA's image, even unintentionally, when using social media.

Board members are official representatives of NAIFA and set NAIFA policy. When engaged in social media, Board members may not be perceived as individuals separate from their Board position. NAIFA members, prospective members, consumers, policymakers, companies and the press may believe that a Board member's social media conduct reflects the opinion or view of NAIFA or comprises a statement of official NAIFA policy.

Accordingly, Board members should exercise great caution on social media when posting opinions or information regarding political or social topics or on any other matter that is potentially newsworthy, controversial or inflammatory. Likewise, a Board member's online "friend" and "connect" relationships should be treated in a professional manner when there is any likelihood that such relationships can be construed to relate to or reflect on a Board member's position with NAIFA. In particular, when engaged in social media, NAIFA Board members should avoid posting, commenting or sharing material that may be construed as discriminatory, abusive, harassing, offensive, hostile, threatening or derogatory.

If in doubt about whether a social media posting, such as a blog post, may be construed as a NAIFA statement, rather than a personal view, Board members should include a disclaimer clarifying that the opinions expressed are those of the author and not necessarily of NAIFA. If in doubt about whether to make a post, a simple rule of thumb is if you wouldn't say it in public, don't post it on social media!