



APPNA Social Media Policy

Association of Physicians of Pakistani Descent of North America (APPNA)

501(c)(3) Nonprofit Organization

1. Purpose

The purpose of this Social Media Policy is to guide the appropriate, ethical, and professional use of social media by APPNA, its leadership, members, volunteers, staff, and representatives. This policy aims to uphold APPNA's mission, ensure compliance with HIPAA and nonprofit law, protect APPNA's reputation, and maintain unity, professionalism, and non-partisanship.

2. Scope

This policy applies to:

- Official APPNA accounts
- APPNA officers, committee chairs, chapter leaders, council members, and staff when speaking in an APPNA capacity
- APPNA members when identifiable as affiliated with APPNA

Platforms include all major social media services and messaging platforms.

3. Legal, Medical, and Ethical Requirements

3.1 HIPAA & Medical Ethics

- No medical advice or diagnosis via social media
- Maintain professionalism consistent with U.S., Canada and Pakistani medical ethical standards



3.2 501(c)(3) Compliance

APPNA must remain strictly non-political:

- No endorsing/opposing candidates or parties on official accounts
- Issue advocacy allowed only if nonpartisan and educational
- Personal accounts must use disclaimers when expressing political opinions

4. Official APPNA Social Media Use

4.1 Authorization

Only individuals approved by the APPNA President and Board of Directors may manage official accounts or use APPNA branding.

4.2 Content Standards

Content must be mission-aligned, factual, inclusive, culturally respectful, and medically accurate.

4.3 Crisis Communications

Only the President, Board of Directors, or Communications Committee Chair may issue official statements during crises.

5. Personal Use by Members & Leaders

Individuals must avoid implying APPNA endorsement, must not share internal or confidential information, and must not use APPNA groups for political campaigning or personal disputes.

6. Security & Account Administration

- MFA required for all official accounts



- Secure password storage
- Access removed when roles change

7. Moderation Standards

APPNA may remove content involving privacy violations, harassment, political campaigning, misinformation, or material conflicting with APPNA's mission.

8. Enforcement

Consequences may include content removal, loss of privileges, committee removal, or legal action depending on severity.

9. Review

Policy reviewed annually by Communications Committee, President and Board of Directors.