

ESHRE'S® SOCIAL MEDIA POLICY

1. Introduction

ESHRE® is an international non-profit organization with the main purpose of promoting the study of reproductive biology and the treatment of infertility. ESHRE® accomplishes this purpose by promoting research and disseminating its research results about human reproduction and embryology among the scientists, doctors, paramedical staff, general public, patient organizations, politicians and other policy makers across Europe.

Social media has changed the way ESHRE® communicates. It offers new opportunities to engage with its members, stakeholders, employees and the world at large, allows ESHRE® to develop new work models and to instantaneously share and debate information. Through interactions and information sharing, ESHRE's® greatest asset – i.e. the expertise of its community – can be communicated and discussed with all stakeholders of and people interested in the field of human reproduction.

By engaging on social media, ESHRE's® ambition is to confirm its position as the reference point in reproductive science and medicine and to create a community of ART professionals and stakeholders who can share information and expertise in good faith and trust.

Therefore, it is very much in ESHRE's® interest as well as in the interest of every individual interacting through social media with respect to ESHRE® and/or human reproduction and embryology to be aware of and participate in this sphere of information, interaction and idea exchange in order to add value to the community and improve individual's knowledge and skills.

2. Definitions

ESHRE®:	The international non-profit organization “European Society of Human Reproduction and Embryology” with its registered office at 1852 Grimbergen, Meerstraat 60, Belgium, VAT BE-0430.069.888, RLE Brussels;
ESHRE® Community Managers:	Members of the ESHRE® staff whose task it is to manage and monitor ESHRE® Social Media. These tasks include writing on Social Media and implementing the rules stated in this present social media policy. On temporary basis, ESHRE can hire a consultant to support the Community Managers in their task (e.g. during the Annual Meeting);
ESHRE's® Representatives:	Users who have a special status/authority within ESHRE®, which includes all individuals holding an official function such as the staff (including ESHRE® Community Managers), the Chairs, Committee members, SIG's Boards members, Editor in Chiefs of the ESHRE® journals.
ESHRE's® Intellectual Property:	ESHRE's® trade name, trademarks and logo (non-limitative);
Social Media:	Social networks (such as Facebook, Twitter, LinkedIn), audio and video applications (such as YouTube, Instagram, Flickr), blogs, public discussion fora (non-limitative), irrespective whether this is an ESHRE® account or not;
User/you/your:	Every individual interacting through ESHRE® Social Media or referring to ESHRE® on Social Media (including but not limited to ESHRE® members, its stakeholders and partners).

3. Scope

The ESHRE® social media policy sets forth rules and regulations for every User interacting through Social Media with respect to ESHRE® and/or human reproduction and embryology, irrespective of the used device (company/personal computer, laptop, tablet, smartphone or mobile device).

More specifically, this social media policy is designed to:

- Protect ESHRE's® good reputation and identity as well as the ESHRE® Intellectual Property;
- Help prevent disclosure of ESHRE's® confidential and proprietary business information through the use of Social Media;
- Clarify the role of ESHRE® Community Managers on ESHRE® Social Media, so that official ESHRE® communications are clearly identified and understood as such;

- Clarify the parameters for unofficial or personal User communications through Social Media, so that these communications are not misunderstood or misconstrued as official ESHRE® communications.

This social media policy shall be reviewed periodically so that it might evolve to reflect emerging technologies and online social/networking tools. It is recommended to check this social media policy regularly in order to have knowledge of the latest version.

4. ESHRE's® Social Media rules and regulations

ESHRE's® official communications on Social Media

ESHRE's® official communications is taken care of by appointed ESHRE's® Community Managers. ESHRE® Community Managers are entitled to manage ESHRE® Social Media accounts on behalf of ESHRE®.

Engagement of an ESHRE® Representative on Social Media does not imply any endorsement from ESHRE® and cannot be considered as ESHRE® official communications.

Views expressed on ESHRE® Social Media are your own

When ESHRE® Representatives engage on Social Media, they should be aware that they do it in their own capacity and their post will not necessarily represent ESHRE's® view. ESHRE® Representatives should, however, realize that their special status within ESHRE® can lead other Users to confuse ESHRE's® view with their view.

This also applies to ESHRE® Community Managers when interacting on Social Media with their personal account (and not the ESHRE® official platforms).

Except for the official communications of ESHRE®, Users (including ESHRE's® Representatives) should make it clear that they are speaking for themselves and not on behalf of ESHRE®, by (i) displaying their full name and (ii) writing in the first person when expressing their opinion. It is also suggested you use a general disclaimer on your own Social Media to make it clear that the views you express are your own. Realize that others may be forming an opinion about ESHRE® based on the behavior of the Users.

Community Managers who engage individually with Users (e.g. by answering and/or commenting on a post) should make their identity clear by signing their comment with their initials.

Be honest about your identity

Transparency is important on Social Media. Regardless of who you are and except for an official ESHRE® communication, you must never post anonymously. Identify yourself in a manner you would to colleagues, friends and partners. However, be thoughtful on how you present yourself, as the lines between public and private and personal and professional information are blurred when acting through Social Media.

Use good judgement about what you share and how you share it

Be honest, truthful and appropriate when interacting through Social Media. You may have the "right" to express yourself, but that does not imply that no consequences can arise. You are personally responsible for your words and actions, both online and offline.

Your communications can potentially tarnish ESHRE's® image, damage ESHRE's® reputation or infringe the Intellectual Property Rights of ESHRE® or the rights of any third party. Therefore, refrain from:

- Sharing any information or rumors that you suspect or know to be false about ESHRE®, its members, stakeholders, partners or employees;
- Refrain from replying on rumors, merely state "no comment";
- Sharing comments or materials that may be misinterpreted as demeaning, inflammatory, offensive, inappropriate, threatening, obscene or abusive;
- Using personal insults and rude language;
- Engaging in any unacceptable conduct;
- Interacting in discussions that go off topic.

Even comments about a local topic can spread around the globe in an instant.

Try to add value by providing worthwhile information and perspective and by focusing on subjects that are related to ESHRE® and/or the field of human reproduction and embryology. Refrain from using Social Media (i) to engage in private exchange or business matters that are not related to ESHRE® nor to human reproduction and embryology and (ii) for marketing and public relations activities.

Be sure that your online postings about ESHRE® or its activities, are accurate and not misleading. If you make a mistake, correct it as soon as possible. Including a link to an official ESHRE® communication, such as information on the ESHRE® website (www.eshre.eu), may help you to correct errors. However, do not alter posts without indicating you have done so.

Keep in mind that you are also personally responsible for complying with the rules of use or terms and conditions of any Social Media channel where you participate, and that they differ from channel to channel. Make sure you have taken knowledge of such rules and are familiar with them before you post any comment or information. In any case, do not agree with terms and conditions that would give the Social Media channel rights to content that belongs to ESHRE®, its licensors, licensees, members, employees, or other related entities.

Treat everyone with respect

Spirited and passionate discussions through Social Media, regardless of whether they concern ESHRE® and/or human reproduction and embryology, are fine but make sure to respect others, even if you believe their opinions or statements are wrong or unfair. Insults, rudeness and obscenity are strictly forbidden on ESHRE® Social Media.

Do not infringe the rights of ESHRE® or third parties

When interacting through Social Media, you should always be mindful about ESHRE's® rights or the rights of any third party.

Many Social Media channels impose restrictions regarding proprietary information and content, confidentiality, trademarks and copyrights of others. It is important to be mindful of these restrictions and not to post material that would potentially violate copyright infringement laws, intellectual property laws, publicity laws, trademark laws or financial disclosure laws.

Do not:

- Misuse ESHRE's® Intellectual Property Rights and only use them if you have been authorized to do so. (E.g. you should not use ESHRE® in your Social Media user name);
- Cite or reference ESHRE® members, ESHRE® stakeholders, ESHRE® employees, other Users or any third party without having their explicit written approval. When you do make a reference, please provide a link to the original source;
- Communicate on ESHRE's® internal matters or policies;
- Disclose or comment on any non-public information about ESHRE® nor any future plans of ESHRE®. This includes but is not limited to statements regarding future projects and alliances that have not been made public by an ESHRE® official spokesperson;
- Speculate on the future of ESHRE® and its activities;
- Post personal information about another person, such as his/her medical condition, performance, employment status, or government identifier/social security number.

Language

The official language of ESHRE® is English. To facilitate interactions within the ESHRE® community and make information accessible to most of its Users, you are encouraged to communicate in English when sharing, posting, commenting on ESHRE's® Social Media channels or when referring to ESHRE® on Social Media.

Note about the LinkedIn group

The ESHRE® group on LinkedIn has been created to allow professionals in the field of ART and reproductive biology to discuss issues linked to their specific field, including job search. It is a space of support and debate between colleagues from the same professional community.

To be a member of this group, it is necessary to apply to become a group member. Please make sure your full name and function are displayed, preferably in English. If you fail to meet those criteria, ESHRE® entitles the right to decline/ignore your application.

Only professionals working in the field of infertility and reproductive biology will be accepted. Please note that, due to the nature of the group, ESHRE® does not accept application from sales, marketing or human resources professionals.

The group is not a space for promotion or marketing activities. Posts with commercial or promotional aim will be deleted and the User will be requested to stop posting them. ESHRE® reserves the right to suspend the access to the group to anyone who would not respect its rules.

5. Enforcement of the social media policy & penalties

Enforcement

This social media policy is subject to final interpretive review by ESHRE®. The decision of ESHRE® in all matters shall be final and binding for all parties to which this social media policy applies.

ESHRE® monitors on a regular basis different social media channels in order to verify if Users comply with this social media policy.

Penalties

Penalties will be considered when violations have occurred or when violations are brought to ESHRE's® attention.

ESHRE® reserves the right – at any time and without notice – to (non-limitative and possible to combine):

- Deny, discontinue, restrict or suspend a User access to the ESHRE® social media channels, when a User does not comply with the provisions of this social media policy;
- Remove, delete or block any posts, comments or materials, which are not in conformity with the provisions of this social media policy;
- Temporarily or definitively refuse a User ESHRE® membership.

Every User shall be personally liable for (i) every use of Social Media in conflict with the provisions of this social media policy and (ii) the damage caused to third parties following such non-compliance.