

Pancreatobiliary Pathology Society (PBPS)

Standard Operating Procedure (SOP): Social Media

1. The Chair of the Membership/Website Committee is responsible for opening and posting to social media accounts. Posting efforts can also be delegated to Social Media Subcommittee members as directed by the designated Social Media Subcommittee Lead. The Chair maintains control and oversight and will provide feedback on appropriate use of social media accounts.
2. The Executive Committee will serve as a consultant to the Membership/Website Committee Chair.
3. The Social Media Subcommittee posts and tweets would be informational to include Pancreatobiliary Pathology Society activities including Companion meeting, Working Groups, and links to website content such as President's message, Case of the Quarter, and Journal Watch.
4. Guidelines for managing any social media account:
 - i. No protected health information including pathology accession numbers
 - ii. No negative tweets/posts about anything
 - iii. No tweets/posts on politics or social movements
 - iv. Tweets/posts should be professional (try not to be too funny or cute)
 - v. When relevant, tweets/posts can direct readers to website content or other Pancreatobiliary Pathology Society (or general pancreatobiliary interest) educational material such as meetings, etc
 - vi. The Membership/Website Committee Chair (and/or their designees) will work with the other committees in order to tweet out information to support the mission of the other committees.