



Code of Conduct for the use of WSAVA Social Media

World Small Animal Veterinary Association (WSAVA)

Last Review: September 2018

1. Introduction

WSAVA strongly encourages members to actively take part in the WSAVA online community and participate in debate to share their views and experiences. One of the most accessible ways to take part in debate is through the WSAVA social media platforms. However, it is important that all members keep in mind that WSAVA is an international community with amazingly diverse members. All content should remain respectful and be respected by others.

In this 'Code of Conduct', any points applied to members shall also be applied to WSAVA volunteers, board members and employees.

This 'Code of Conduct' applies to any individual using any WSAVA social media platforms or any individual referencing to the WSAVA, the content of the WSAVA social media platforms or (one of) its members on any other social media platform

1.1. Social Media Platforms

The WSAVA online community refers to any social media platform enabling an interactive form of online communication, including but not limited to; Facebook, Instagram and Twitter.

1.2. Purpose

The purpose of this document is;

- to encourage all members to take part in the WSAVA online community by using the WSAVA social media platforms
- to ensure that all members feel comfortable participating in the WSAVA online community
- to ensure a positive atmosphere is created on all social media platforms
- to safeguard the principles and integrity of WSAVA on all social media platforms

2. Responsible Use of Social Media

The opinion, knowledge and experiences of any member is considered valuable. Enabling interactive discussions between members online creates a unique opportunity that potentially aids the development of veterinary medicine locally, nationally, regionally and internationally. However, this can only exist when all Social Media platforms are used responsibly.

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2.1. WSAVA Information

- 2.1.1. Any content posted by WSAVA onto any social media platform may be shared by any member in its original form, without amending the content or rights.
- 2.1.2. No private information (including phone numbers, email address and addresses) of any member may be shared without their permission
- 2.1.3. No content may be posted on behalf of WSAVA without the permission of the Executive Board.

2.2. Member Information

- 2.2.1. No content published by or discussions between members may be shared with others without the permission of all members involved
- 2.2.2. No private information (including phone numbers, email address and addresses) of any member may be shared with others without their permission

2.3. Advertisement & Resources

- 2.3.1. No content may be published on any WSAVA social media platform without permission from the original author/creator.
- 2.3.2. No form of (commercial) advertising of services, products or events may be published on any WSAVA social media platform unless WSAVA has given permission for the specific advertisement.

2.4. General

- 2.4.1. No form of offensive language may be used.
 - 2.4.1.1. Any form of discrimination (e.g. age, religion, gender, sexual orientation, nationality, culture) will not be tolerated and steps of action will be taken (see point 3. Violations).
- 2.4.2. Members may only use the WSAVA social media platforms using their own name or association in the case that the association has given permission for the member to act on their behalf.
- 2.4.3. No content should be directed at another member personally.
- 2.4.4. All WSAVA members are equal and should be respected as such.
- 2.4.5. Discussion should remain respectful. Differences of opinion should be respected. Members may disagree, but subjective wording should be avoided. Members are advised to use phrases such as 'I disagree with this argument/statement' or 'I find this argument untrue' in discussions.
- 2.4.6. No content published by members or discussions between members on the WSAVA social media platforms may be shared with client without the permission of all members involved.

3. Violations

WSAVA has the right to remove any content deemed inappropriate or any content that does not comply with this 'Code of Conduct'. WSAVA will furthermore consider taking

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steps of actions as are specified under point 3.1. to 3.3.

- 3.1.** WSAVA may remove any form of (commercial) advertising of any services, products or events at any point in time.
- 3.2.** Any member may report any content he/she finds inappropriate to the WSAVA CEO. WSAVA will assess the content and make a final decision regarding any further steps of action.
- 3.3.** Any member that has not complied with this 'Code of Conduct' on the WSAVA social media platforms will be investigated by the WSAVA.
 - 3.3.1. A record will be kept of members that have not complied with the 'Code of Conduct'
 - 3.3.2. The first incidence of a member not complying with the 'Code of Conduct' will result in an official warning by the WSAVA.
 - 3.3.3. After the first incidence, any following incidences may result in the member being censured or banned based on the severity of the content.
 - 3.3.4. Any repeated form of racism, sexism or discrimination will result in the member being banned from using any WSAVA social media platforms and their member association notified.

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