

Stop the Bleed Texas Coalition

Social Media Guidance

Background

The Stop the Bleed Texas Coalition (Coalition) provides a forum for stakeholders across the state to advance the mission of delivering Stop the Bleed training to as many Texans as possible. This is achieved through regular meetings, workgroups, and partnerships with other parties. In an effort to increase the reach of the message and important content developed by the Coalition, social media may be used in order to spread valuable information, recruit instructors, promote training, and other general messaging, as determined by the Coalition.

The Coalition is a registered entity with the Texas Office of the Secretary of State. As such, the Coalition will develop and maintain a process by which the social media elements will be managed. This document is not intended to supersede or replace existing laws or policies that may be applicable to social media or related activities.

General Guidelines

- Content should be produced using professional tools. Various tools are available for free for desktop or for mobile use.

Approved Content

- Photos and descriptions which depict styles, methods, or processes that are validated by a professional body such as the American College of Surgeons, National Association of Emergency Medical Technicians, Committee on Tactical Combat Casualty Care, American College of Emergency Physicians, or related professional entity.
- Stories from validated news sources that describe the use of approved Stop the Bleed techniques.
- Stories that cover Stop the Bleed training in Texas. If the content is from another state, it should be germane to current events in Texas.
- Approved deliverables produced by the Coalition or its workgroups. For example, a video describing how to build a training limb should only be posted by the Coalition after it has been approved, rather than posting a draft.
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Privacy

The Coalition has a fundamental responsibility to protect the privacy of any and all members, participants, or other parties that may engage the Coalition to the extent necessary by law. There is no cause or rationale for the Coalition to deliberate, handle, create, or otherwise distribute Protected Health Information (PHI). As such, there is no explicit mechanism to control PHI through this series of guidelines.

Scope

The intent of this guidance is restricted to those members of the Coalition that are provided access to the social media accounts ascribed, assigned, or managed by the Coalition. “Common sense” rules apply

to anyone else who may engage the platform. As the existing social media accounts for the Coalition are public in nature, continual monitoring is necessary by those tasked with editing, content development, ad generation, or other page roles. Coalition members who assume any role in managing social media should refrain from conflating their personal social media presence with that of the Coalition. Social media content posted by Coalition social media workgroup members, while not actively monitored, is subject to scrutiny by the Chair of the Coalition or its members should personal content become a distraction.

Specific Prohibitions

- Content that is not intended to inform about matters related to Stop the Bleed or the work of the Coalition
- Content, images, text, or works that are not for public use or that does not have corresponding consent
- Images, text, or other posts that distract from the scope of the Coalition
- Bullying, antagonizing, or otherwise generating or participating in conflict in any manner associated with the Coalition
- Conflating the Coalition platforms with personal accounts
- Personal opinions or beliefs that are not validated by the aforementioned professional entities or like organizations
- Content that promotes a vendor, entity, or organization in such a way that presents a conflict of interest or perceived conflict of interest
- Content that is prohibited by any social media platform associated with the Coalition

Additional Considerations

The guidance represented or implied through this document is subject to change without notice. Discretion will be applied on a case by case basis.