

Rules & Etiquette

Online Community Rules and Etiquette

Thank you for being part of the AAEP online community. To ensure the best possible experience for all community members, we have established some basic guidelines for participation.

AAEP hosts several pages on Facebook, Twitter and YouTube along with our Rounds. All of these platforms are great tools to get the advice of your colleagues, learn from their experience, and participate in an ongoing conversation. By participating on social platforms that are AAEP branded, you agree that you have read and will follow these rules and guidelines.

Please take a moment to acquaint yourself with these important guidelines. If you have questions about these guidelines or the tools themselves, contact helpdesk@aaep.org.

In order to preserve a climate that encourages both civil and productive dialogue, AAEP reserves the right to suspend users, delete posts, or terminate accounts for members who consistently violate these rules.

The rules

- Be professional, kind, and considerate. The discussions are meant to stimulate conversation, request help on a case, or share knowledge...not to create contention.
- Use caution when discussing products. Information posted on any platform is available for all the subscribers of that list to see, and comments are subject to libel, slander, and antitrust laws.
- All defamatory, abusive, profane, threatening, offensive, or illegal materials are strictly prohibited and may be removed.
- Be sure to remove all client/trainer, owner or horse names. You must respect the confidentiality of all third parties.
- You are required to include your name in all postings.
- If you have a conflict of interest with the specific subject on which you are commenting, the conflict should be stated within the text of the comment. All ownership in companies related to products, procedures, lab services, and referrals mentioned should be disclosed.
- Advertising is expressly prohibited. No commercial use shall be made of the Rounds, General discussion list, or any of the AAEP-branded social media platforms.
- Information contained within the AAEP Rounds and General Discussion list are not endorsed by the association unless specifically stated.

- Subscribers may not forward AAEP Rounds or General Discussion list posts, or personal content from them, without the original author's prior permission.
- Content should not be posted if it encourages or facilitates members to arrive at any agreement that either expressly or implicitly leads to price fixing, a boycott of another's business, or other conduct intended to illegally restrict free trade. Content that encourages or facilitates an agreement about the following subjects are inappropriate: Prices, discounts, or terms or conditions of sale; salaries; profits, profit margins; or cost data; market shares, allocation of clients or territories; or selection, rejection, or termination of clients or suppliers. AAEP does not always actively monitor these sites for inappropriate postings and does not on its own undertake editorial control of postings. However, in the event that any inappropriate posting is brought to AAEP's attention, AAEP will take the appropriate action.

Surveys

The AAEP membership can often be a great resource for data gathering on any number of issues affecting the profession or the practice of veterinary medicine; however, great sensitivity should be given to the frequency at which members are surveyed, as well as the purposes for which the data will be used. In the interest of transparency, members posting surveys on the various AAEP Rounds are required to disclose the intended use of the data obtained (e.g. research, etc.). It is **not** permissible to solicit the membership if the data will be used for financial gain or on behalf of a commercial entity.