



HISPANIC NATIONAL BAR ASSOCIATION SOCIAL MEDIA POLICY

The Hispanic National Bar Association’s (“HNBA”) Social Media Policy (the “Policy”) creates minimum standards for HNBA entities that use non-HNBA, externally-hosted social media channels for any business purpose, including content delivery and communications with HNBA members, staff, and the public.

I. Definitions

“HNBA Entity” means an HNBA division, section, committee, or region (collectively, “Entities”).

“HNBA Leader” is defined as HNBA Board member and chair, deputy, or member of the HNBA Entities.

“HNBA Profile” means a social media profile or account that: (a) has been created by or for an HNBA Entity; (b) is maintained by or on behalf of an HNBA Entity; or (c) contains content (statements, images, or logos) or functionality that suggests such creation or maintenance has been authorized by an HNBA Entity, or is under the direct or indirect control of an HNBA Entity.

“Social Media” is defined as any form of electronic communication (such as websites or other platform, such as wikis or chat rooms, for social networking and blogging) through which users create online communities to share information, ideas, messages, and other content, including blog posts, articles, photos, videos, and audio. Although this Policy refers to some mainstream social media sites by name, this Policy applies to any social media site or application where HNBA and HNBA-related user-generated content is published or distributed by or on behalf of an HNBA Entity through third-party social media platforms.

II. Exclusions

This Policy does not apply to, govern, or control:

- Personal social media accounts of the HNBA’s leaders or employees.
- Any social media profile or account that is not an HNBA Profile.
- The use of content hosted on an HNBA Entity’s own webpage on www.hnba.com;
- E-mail communications; or
- HNBA listservs.

III. Securing Approval for HNBA Profiles

Any HNBA Entity seeking to create a new HNBA Profile on a social media site shall complete a [Social Media Request Form](#). The application will be reviewed by the HNBA Director of Operations or other appropriate person within seven (7) business days of the date of submission. The HNBA Director of Operations or other appropriate person will accept or deny the application, based upon the criteria set forth herein, and notify the submitting HNBA Entity in writing of the decision.

If the application is denied, the HNBA Director of Operations, Chair of Special Committee on Communications, or other appropriate person will provide a written explanation for the denial. The submitting HNBA Entity may work directly with the HNBA Director of Operations or other appropriate person to address the deficiencies and resubmit an amended application for approval. The submitting HNBA Entity, at its option, may appeal such denial via email to the HNBA Vice President of Divisions, Sections and Committees or HNBA Vice President of Regions and Affiliates, as applicable, with a copy to the HNBA Director of Operations, Chair of Special Committee on Communications or other appropriate person for review within seven (7) business days of the date of denial.

NOTE: All HNBA Profiles already existing on a social media site shall be deemed approved pending a review and evaluation by the HNBA Director of Operations, Chair of Special Committee on Communications, or other appropriate person. Entities with pre-existing social media sites must submit an [Existing Social Media Account Form](#). A single form may be submitted for all of an entity's existing social media sites. If the HNBA Director of Operations, Chair of Special Committee on Communications or other appropriate person determines that an HNBA Profile is not compliant with this Policy, the HNBA Director of Operations, Chair of Special Committee on Communications or other appropriate person shall work with the HNBA Entity to correct any deficiencies and bring the site into compliance, if possible. At the direction of the HNBA Director of Operations, Chair of Special Committee on Communications, or other appropriate person, the Entity may need to temporarily disable the site pending correction of deficiencies.

IV. Ownership and Administrative Rights

An HNBA Profile and any third-party social media platform must grant full ownership and administrative rights (as may be defined by the terms and conditions of the social media site) to the HNBA Director of Operations. The Entity Leader shall appoint a representative who shall be responsible for the ongoing administration of the HNBA Profile for compliance with this Policy. The Entity's representative shall update the password for an HNBA Profile every six months in compliance with our [HNBA Password Standards](#) and provide updated login information to the HNBA Director of Operations (elopeztello@hnba.com) and Chair of Special Committee on Communications (communicationscommitteechair@hnba.com).

Information contained in all social media accounts, as defined above, that contains the HNBA logo or relates to the HNBA is the exclusive property of the HNBA.

V. Required Content for all HNBA Profiles

Logos. All HNBA Profiles must feature (either directly or by link to HNBA’s home page) an approved HNBA or HNBA-entity logo.

Hispanic National Bar Association Name. All HNBA Profiles must include the “Hispanic National Bar Association” name in the “About” or “Bio” pages available on any HNBA Profile in addition to entity- specific messaging.

HNBA URL and naming conventions. All HNBA Profiles must include the www.hnba.com web address in the HNBA Profile, whether in the “About” or “Bio” pages, or another area where a website URL can appropriately be inserted. HNBA Profiles should have a name starting @HNBA_[name of Region, Section, Division, or Committee]. For example, @HNBA_LGBT or @HNBA_RegionIII.

VI. Restrictions on Sharing Member-only Content

All HNBA Profiles are prohibited from directly sharing “member-only” content, as determined by the HNBA Entity. Links to password- protected content on www.hnba.com are permitted.

VII. Signature and Title Use

If an HNBA Leader uses a title on social media, confusion should be avoided. The title should first include the position name and then the name of the organization. Examples:

Region II President
HNBA

Chair
Young Lawyer Division
Hispanic National Bar Association

VIII. HNBA Social Media Conduct Standards

HNBA staff, HNBA Leaders, and HNBA members participating in, contributing to, or coordinating the use of social media sites on behalf of the HNBA are governed by the HNBA’s **Code of Conduct** and the current **HNBA Bylaws**. All such persons must not publish any defamatory or lewd content on social media, nor publish confidential or proprietary content without permission. All such persons must also obtain the appropriate permission to publish third-party intellectual property. No HNBA member may establish an attorney-client relationship using HNBA social media accounts.

IX. Compliance

The HNBA Executive Director and Chair of Special Committee on Communications may periodically audit HNBA Profiles for compliance with this Policy. Absent the HNBA Director of Operations’ written consent for an exception, non-compliance with this Policy may result in the removal of the non-compliant HNBA Profile. The HNBA Director of Operations may grant exceptions to this Policy as may be required to comply with

organizational obligations. Repeated non-compliance with the Policy may be referred to the HNBA Chief Compliance Officer for enforcement.

For questions related to this Policy, please contact the HNBA Chair of Special Committee on Communications at communicationscommitteechair@hnba.com or the HNBA Chief Compliance Officer (chiefcomplianceofficer@hnba.com).