

**Social Media, Blogging and Internet Guidelines for the Food & Nutrition Conference & ExpoTM**

***Sponsors, Exhibitors and Sponsored Participants***

The Academy of Nutrition and Dietetics actively encourages and supports Sponsors, Exhibitors and Sponsored Participants\* of the Food & Nutrition Conference & ExpoTM to engage through social media and to post, blog and tweet their experiences — provided such activity respects the privacy of individuals and does not create or imply an association with or endorsement from the Academy, the Food & Nutrition Conference & ExpoTM or its attendees.

**Blogs, Posts and Tweets**

The Academy encourages Sponsors, Exhibitors and Sponsored Participants to post comments on social media platforms or websites during the Food & Nutrition Conference & ExpoTM, and it is entirely acceptable for a Sponsor, Exhibitor or Sponsored Participant to share a personal post, blog or tweet. However, any such posts, blogs or

tweets must be solely on behalf of the Sponsor, Exhibitor or Sponsored Participant and may not imply endorsement by or co-messaging with the Academy, the Food & Nutrition Conference & ExpoTM or its attendees. To this end:

 Exhibitors, Sponsors and Sponsored Participants may contribute to ongoing conversations through hashtags or communities, but they must not a) bombard, dominate or hijack hashtags through excessive activity; b) post directly to Academy pages or feeds through tags and mentions.

o **Twitter**: tweets may contain the hashtag #FNCE but may not include @EatRight, @EatRightPro,

@EatRightFNCE, @KidsEatright, @foodnutrimag or @EatrightPIA

o **Facebook**: posts may use the hashtag #FNCE and phrases “Food & Nutrition Conference & Expo”

or “FNCE” but may not tag the Academy’s pages

(facebook.com/AcademyofNutritionandDietetics, /EatRightNutrition, /KidsEatRight, /EatRightPIA,

/foodnutrimag)

o **Google+**: posts may include the hashtag #FNCE but not plus-tag the Academy’s G+ pages (Eat

Right, Kids Eat Right or Food & Nutrition Magazine) or communities (Eating Right).

 No Academy Spokesperson, member of the Board of Directors or Academy staff member who participates in the Food & Nutrition Conference & ExpoTM may allow his or her person, name, picture or quote to be used for advertising or promotional purposes except as permitted by the Academy.

 Sponsored Participants should adhere to disclosure guidelines for social media set forth by the Federal Trade Commission or any other applicable law or regulation. The Academy will not be held responsible for those who may fail to do so.

 Postings, blogs and tweets should at all times conform to the goodwill and fundamental principles of conduct as outlined in the Code of Ethics; be dignified and in good taste; and not contain vulgar or obscene words or images.

 The Academy may delete from its social streams posts that violate these Guidelines. The Academy is not obligated to, nor can it be required or built into any agreements to, retweet, share posts, follow or engage with other organizations.

**Photographs/Video/Audio**

The Academy hires a professional photographer to capture the excitement of the annual Food & Nutrition

Conference & Expo™ educational sessions, Expo and other activities. Due to the distraction to the speakers, we ask that Sponsors, Exhibitors and Sponsored Participants do not take personal photographs during educational sessions. All FNCE® attendees submit a photography waiver as part of the registration process, which gives permission to the Academy (and all other media) to use their likeness.

Working members of the press are required to check in at the Press Room, receive an authorized press badge and be escorted by an Academy staff person in order to videotape at the show. Exhibitors who do not want the press to photograph or video tape their booth should inform the Press Room staff on -site. Exhibitors are permitted to photograph and/or video tape their own booth — contact Academy Show Management for details and restrictions.

FNCE® Exhibitors and attendees are encouraged to share in the excitement of the event, and in doing so, allow pictures to be taken in the Expo Hall. The Academy asks that Exhibitors who wish to take pictures do so in their booth only. If hosting traffic-building games for attendees that will be posted on any social media channels, we ask that signage be visible to attendees inside the booth stating how and where these pictures will be posted. In turn, we request that attendees ask permission of Exhibitors before taking photos/videos of their booth, unless there is

a sign denoting otherwise. If an Exhibitor requests someone to refrain from taking pictures, and that person continues to do so, please let Show Management know. We ask that everyone uphold a professional and respectful environment when taking photographs/videos at FNCE®.

**Media**

Accredited media may freely utilize social media platforms for *bona fide* reporting purposes. Photos taken by

accredited photographers may be published for editorial purposes on social media platforms in accordance with the Media Registration Guidelines. All other provisions of these Guidelines apply.

**Academy Marks**

Sponsors, Exhibitors and Sponsored Participants may not use the Eat Right or Food & Nutrition Conference & ExpoTM logos on their postings or blogs on any social media platforms or on any websites.

**Domain Names/URLs/Page Naming**

Domain names and URLs including the word “Eatright,” “EatrightPro” or “FNCE” or any similar words related thereto (or any foreign language equivalents thereof) are not allowed unless approved in writing by the Academy beforehand. For example: [www.[](http://www/)myname]eatright.com would not be permitted, while [www.](http://www/)[myname].com/FNCE would be allowed, but only during the period of the Food & Nutrition Conference & ExpoTM during which these

Guidelines are applicable. Similarly, participants and other accredited persons may not create stand-alone Eatright- or Food & Nutrition Conference & ExpoTM-themed websites, applications or any other feature to host coverage of the Conference.

**Liability**

When Sponsors, Exhibitors and Sponsored Participants choose to go public with any comments, opinions and any

other material in any way, including on a posting, blog or message on any social media platforms or on any websites, they are solely responsible. They can be held personally liable for any commentary and/or material deemed to be defamatory, obscene or proprietary. They should not (i) intrude upon the privacy of attendees and other and entities at the Food & Nutrition Conference & ExpoTM without the consent of such persons and entities, (ii) interfere with the sessions, events or ceremonies of the Food & Nutrition Conference & ExpoTM or with the role and responsibilities of the Academy, its affiliates or groups, or other entities that are part of the organization of the Food & Nutrition Conference & ExpoTM, or (iii) violate security measures instituted to ensure the safe conduct of

the Food & Nutrition Conference & ExpoTM. Sponsors, Exhibitors and Sponsored Participants post their opinions

and any other materials at their own risk and they should make it clear that the views expressed are their o wn.

**Monitoring**

The Academy asks for the support of all Sponsors, Exhibitors and Sponsored Participants in reporting any ambush activity or sites engaged in conduct which is offensive to or adversely affects the goodwill associated with the Food

& Nutrition Conference & ExpoTM. We ask that anyone discovering such content to please report it to

[**SocialMedia@eatright.org**.](mailto:SocialMedia@eatright.org)

**Infringements**

Credentials provided for any organization or person at the Food & Nutrition Conference & ExpoTM may be withdrawn without notice, at the discretion of the Academy, for purposes of ensuring compliance with these Guidelines or infringement of the Academy intellectual property. The Academy reserves all rights to take any appropriate measures with respect to violations of these Guidelines, including issuing a Take Down Notice, taking legal action for damages, and imposing other sanctions. Sponsors, Exhibitors and Sponsored Participants may also be subject to additional guidelines and sanctions in respect of social media, blogging and the Internet, from their relevant organization.

**Amendment/Interpretation**

The Academy reserves the right to amend these Guidelines, as it deems appropriate. The Academy’s Meetings and Strategic Communications teams shall be the final authority with respect to the interpretation and implementation of these Guidelines. The English version of these Guidelines will prevail.

**\*Definitions**

 “Academy Marks” means the Eatright logos, Food & Nutrition Conference & Expo® artwork, pictograms and other identifications, designations, logos and insignias identifying the Academy of Nutrition and Dietetics and the Food & Nutrition Conference & ExpoTM.

 “Exhibitors” means any companies, organizations or institutions showcasing products or services on the EXPO Floor, and includes any individual present on behalf of companies, organizations or institutions showcasing products or services on the EXPO Floor.

 “Food & Nutrition Conference & ExpoTM” means the event (Oct. 19-22) and promotion of the event leading up to, during and following the event.

 “Guidelines” means the Academy’s Social Media, Blogging and Internet Guidelines.

 “Sponsors” means any Academy Partner, Premier Sponsor, FNCE Event Sponsor, Foundation sponsors, DPG / MIG sponsors along with any speaker, moderator, presenter or individual participating or representing on behalf of a Sponsor or an Exhibitor.“Sponsored Participants” means any speaker,

moderator, presenter or individual participating on behalf of a Sponsor or Exhibitor.

 “Take Down Notice” means a notice requiring a participant or other accredited person or third party to take down a blog in whole or in part within a specified time.