



Social Media Policy and Guidelines

Mission

DAN's mission is to help divers in need of medical emergency assistance and to promote dive safety through research, education, products and diving services. We understand the importance of social media as a way to communicate with our network of divers and help them get the assistance they need when and where they need it. The following document outlines where you can find us, what you can expect from DAN and how to engage with us on our social channels to enjoy the best experience with DAN in and out of the water.

Where You Can Find Us

We want to provide you with the information you need, where you want it. This means being able to reach us through all the major social networks which include:

- Facebook: [Divers Alert Network](#)
- Twitter: [DAN America](#)
- LinkedIn Company Page: [Divers Alert Network](#)
- LinkedIn Group Page: [Divers Alert Network](#)
- YouTube: [DiversAlertNetworkTV](#)
- Blog: [The Dive Lab](#)
- Pinterest: [DANAmerica](#)

Note: This is the list of official channels. Any other channel that is acting on behalf of DAN is doing so in an unofficial capacity.

Misrepresentation

Individuals on social may not represent themselves as acting on behalf of DAN, unless authorized to do so. All official communications should come from an authorized communication representative for DAN. Even when acting on behalf of DAN, one should not express their own opinions and positions as those of DAN. When using social media in a personal capacity, precautions must be taken to indicate that the activity is being conducted as a private person and not as an employee or spokesperson of DAN.

What to Expect

While we are active on all these networks, our approach to each is very different. To make sure you are getting the information that is most relevant to you, here is what you can expect when you engage with us on each network:

Facebook: Our Facebook page is a valuable platform for DAN Members to interact and share information, stories and advice. It is the best way for DAN to interact with our members through videos, images, informative articles and polls.

Twitter: Our Twitter handle is the best place to stay up-to-date on DAN news and major events such as workshops and tradeshow. Twitter is also an excellent forum to answer member questions and concerns.

LinkedIn: There are two places where you can find DAN on LinkedIn - our official company page and our group page. Both serve different purposes and are used in different ways. The DAN company page is used for news updates, job listings and to find connections with other DAN professionals. If you become a member of DAN's Group Page, you will join DAN staff, members, instructors, Industry Partners, board members and key spokespeople in discussions on topics ranging from medicine and fitness, training opportunities, events, editorial feedback and industry news.

YouTube: DAN's YouTube channel is the best resource for educational dive safety videos from our team of experts. Viewers are allowed to leave comments on our videos with questions that will be monitored and answered by our team of experts.

Blog: Our main blog, The Dive Lab, features stories around relevant topics in dive research. This includes addressing what we know, what we don't know and what DAN is currently investigating by detailing ongoing studies and releasing important findings in a timely fashion. Readers are able to leave comments and questions that are monitored by our blog contributors.

Pinterest: Pinterest is our newest social network and is the place to find travel and safety resources - our goal is to help you plan for your adventures to dive destinations around the world with safety in mind.

We Want to Hear From You

DAN is here to help and we want to hear from you. We strive to make our social channels feel like a community, so we have a few rules to help ensure our users enjoy a positive and educational experience:

1. **Be polite** (even if your views may differ). Frequent and excessive use of name-calling, profanity, discriminatory words, sexual harassment or bullying will not be tolerated. If you engage in any of these behaviors, you will be banned from participating in discussion.

2. **Be relevant.** Keep the conversation relevant to the community and add value to the conversations. We reserve the right to remove off-topic, spam or promotional postings.
3. **Be real.** All wall postings should come from a real person and profile. Postings from fake or anonymous profiles will be deleted.

Note: DAN is committed to having meaningful conversations with our fans/followers and strives to respond to as many questions and comments as possible.

Privacy Concerns

We will try to answer all questions and concerns to the best of our ability; however, in order to maintain the privacy of our members, we may direct any insurance or medical questions that require specifics offline in order to ensure HIPPA and insurance compliance protocols are maintained.

Disclosures

DAN does not necessarily agree with or ensure the accuracy of all content posted on our social media networks. DAN is not responsible for the content contained in any linked material (website, article, etc.), or a link contained in any linked material, or any changes or updates to such linked material. Nothing posted on social networks should be considered an endorsement (of a website, an individual or a company); also, following a social account, including an account on a list or reposting a message does not constitute an endorsement of any kind.

More Information

For more information about DAN and our mission, please visit:

<http://www.diversalertnetwork.org/>