

MN ACNM Guidelines for Social Media

Goals of web and social media use:

- 1) Increase visibility of CNMs/CMs in Minnesota and to promote the profession of midwifery.
- 2) Communicate important information to affiliate members.
- 3) Make information available to consumers about MN CNMs/CMs and the profession of midwifery.

Guidelines:

- 1) Maintain confidentiality, follow HIPAA privacy and security rules.
- 2) Will not accept solicitations or display product advertisements.
- 3) Practices listed on the practice list must have at least one CNM/CM who is a MN ACNM Affiliate member.
- 4) All practices with at least one active MN ACNM Affiliate member may request to post expanded practice updates or information for consumers. For example, new offering of waterbirth or meet-the-midwives events.