

## **Social Media and Digital Content Guidelines for the Food & Nutrition Conference & Expo™** *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 & Expo™ to engage through social media and to post, blog and tweet their experiences — provided such activity adheres to Academy guidelines, respects the privacy of individuals and does not create or imply an association with or endorsement from the Academy, the Food & Nutrition Conference & Expo™ or its attendees.

### **Blogs and Social Media**

The Academy encourages Sponsors, Exhibitors and Sponsored Participants to promote their participation and engage with attendees on social media during the Food & Nutrition Conference & Expo™; however, social media and blog posts must be solely on behalf of the Sponsor, Exhibitor or Sponsored Participant — *not for or on behalf of any additional parties as advertisements or sponsored/shared messages* — and may not imply endorsement by or co-messaging with the Academy, the Food & Nutrition Conference & Expo™ or its attendees. To this end:

- Exhibitors, Sponsors and Sponsored Participants are encouraged to **use the official hashtag #FNCE**, but they should not a) bombard, dominate or hijack hashtags through excessive activity or bots; or b) post directly to Academy pages or feeds through tags and mentions (i.e. @eatrightFNCE, @eatright, @eatrightPRO).
- Exhibitors, Sponsors and Sponsored Participants should not alter #FNCE (i.e. #CompanyNameFNCE or #FNCEanotherword). However, #FNCE can be used with a second hashtag (i.e. “Here’s my message! #FNCE #CompanyName”).
- No Academy Spokesperson, member of the Board of Directors or Academy staff member may allow his or her person, name, image or quote to be used for advertising or promotional purposes, except as permitted by the Academy.
- Sponsored Participants must 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.
- Social media and blog posts 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 any posts that violate these Guidelines.
- The Academy is not obligated to retweet, share posts, follow or engage with Exhibitors, Sponsors or Sponsored Participants.

### **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 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 record video at the show. Exhibitors who do not want the press to photograph or record activities at their booth should inform the Press Room staff on-site. Exhibitors are

permitted to photograph and/or record video of 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/video 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 FNCE® 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 eatright, eatrightPRO, eatrightFNCE, Food & Nutrition Conference & Expo™ or FNCE® logos on their social media or blog posts 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.[companyname]eatright.com would not be permitted, while www.[companyname].com/FNCE would be allowed, but only during the period of the Food & Nutrition Conference & Expo™ during which these Guidelines are applicable. Similarly, participants and other accredited persons may not create standalone eatright- or Food & Nutrition Conference & Expo™-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 post, blog or message on any social media platform or on any website, 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 & Expo™ without the consent of such persons and entities, (ii) interfere with the sessions, events or ceremonies of the Food & Nutrition Conference & Expo™ 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 & Expo™, or (iii) violate security measures instituted to ensure the safe conduct of the Food & Nutrition Conference & Expo™. 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 own.

### **Monitoring**

The Academy asks for the support of all Sponsors, Exhibitors and Sponsored Participants in reporting any ambush activity or sites engaged in conduct that is offensive to or adversely affects the goodwill associated with the Food & Nutrition Conference & Expo™. 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 & Expo™ 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 & Expo™.
- "Exhibitors" means any company, organization or institution 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 & Expo™" means the event (October 8-11, 2022) 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 National Sponsor, Premier Sponsor, FNCE® Exhibitor Sponsor, Foundation sponsors, DPG/MIG sponsors, along with any speaker, moderator, presenter or individual representing or participating 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.