

PSW Communication Policy

At the Pharmacy Society of Wisconsin (PSW), we uphold values of professionalism, collaboration, and ethical conduct in all our communications. Our organization is dedicated to advancing the pharmacy profession through education, advocacy, and community engagement across Wisconsin. This Communications Policy outlines our commitment to fostering respectful dialogue, protecting intellectual property rights, maintaining political neutrality, and ensuring that PSW communication channels serve the best interests of our members and the broader pharmacy community. By adhering to these guidelines, we aim to uphold the integrity of PSW's mission and promote a supportive environment for professional growth and development.

1. Respectful Communication

Members and conference attendees are expected to always communicate respectfully and professionally. This includes refraining from personal attacks, derogatory language, or any form of communication that undermines mutual respect or the constructive discussion of topics.

2. Reproduction of Visual Materials

Visual materials such as photos of slides, posters, or any other presentation materials may not be reproduced or shared without explicit permission from the presenter, unless such materials are freely available in open-source forums or explicitly designated for public sharing.

3. Recording and Sharing Session Content

Participants are prohibited from recording, taking screenshots, or sharing session recordings, Q&A discussions, or chat activities from virtual events or meetings without prior authorization from the presenter. This ensures that intellectual property rights and confidentiality are respected.

4. Unauthorized Promotion

Presentations, posts, or messages containing promotional content, job offers, product announcements, or solicitation for services must receive prior approval through partnership agreements or designated channels within PSW. Unauthorized promotional

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activities are strictly prohibited to maintain the integrity and non-commercial nature of PSW communications.

5. Political Neutrality

PSW events, meetings, conferences, and communication channels must remain politically neutral. Distribution of political campaign materials, canvassing for candidates, or using PSW platforms for political campaign purposes is not permitted. Exceptions include PSW-sponsored avenues explicitly designated for political activities, such as the Wisconsin Pharmacy PAC or Friends of Pharmacy Fund Conduit.

6. Use of PSW Network

The PSW Network and PSW Membership Directories are intended solely for professional networking and communication related to pharmacy practice and PSW activities. Unauthorized use of these resources for political campaigning, vendor solicitation, or any other non-professional purposes is strictly prohibited.

7. Solicitation of Campaign Contributions

Soliciting political campaign contributions for any candidate or committee, except through PSW-sponsored avenues (e.g., Wisconsin Pharmacy PAC, Friends of Pharmacy Fund Conduit), is prohibited. PSW members and participants are expected to comply with legal and ethical standards regarding political fundraising and contributions.

8. Disruptive Behavior

Any sustained disruption of discussions, repeated posting of disingenuous questions, or any behavior that impedes constructive communication is not tolerated. Participants must engage in discussions sincerely and respectfully, contributing positively to the exchange of ideas and information.

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Enforcement and Compliance

PSW reserves the right to enforce this Communications Policy through appropriate measures, including but not limited to warning, temporary suspension of communication privileges, or other consequences in line with the *PSW Code of Ethics and Member Conduct*. Compliance with this policy is mandatory for all members, participants, and individuals engaging in PSW-related communication activities.

Policy Review

This Communications Policy will be periodically reviewed and updated as necessary to ensure its effectiveness and relevance. Suggestions for improvements or amendments to the policy can be submitted to the PSW Board or designated committee for consideration.