

Conduct	Affirmative Conduct?	Ongoing Relationship?	Disclosure Required? <sup>385</sup>	Social Media Category <sup>386</sup>
Friendship, connection, or other bilateral relationship between arbitrator and participant	Yes	Yes	Yes	Social Networks, Business Networks, Blogs & Microblogs <sup>387</sup>
Arbitrator follows, likes, or subscribes to participant's account <sup>388</sup>	Yes	Yes	Yes	Social Networks, Business Networks, Blogs & Microblogs, Photo/Video Sharing Sites
Participant follows, likes, or subscribes to arbitrator's account	No	Yes	No	Social Networks, Business Networks, Blogs & Microblogs, Photo/Video Sharing Sites

<sup>385</sup> Disclosure is required when social media conduct by an arbitrator (1) involves affirmative conduct that (2) results in an ongoing relationship that might create an appearance of partiality.

<sup>386</sup> Not all platforms within a social media category will allow the same conduct. Social media categories are included in this column if at least one current platform within the category permits the conduct at issue.

<sup>387</sup> Although public blog/microblog users do not require the approval of "follow" requests, private accounts may require an arbitrator to expressly approve a follower request.

<sup>388</sup> Following, liking, or subscribing to a user's social media account or profile page reflects an affirmative choice by the arbitrator to receive that user's shared content indefinitely until the arbitrator unfollows, un-likes, or unsubscribes from the user. This is in contrast to merely liking a user's post, which is the equivalent of a one-time comment and does not create an ongoing relationship.

Conduct	Affirmative Conduct?	Ongoing Relationship?	Disclosure Required?	Social Media Category
Arbitrator likes, shares, or comments on participant's post	Yes	No	No	Social Networks, Business Networks, Blogs & Microblogs, Photo/Video Sharing Sites
Participant likes, shares, or comments on arbitrator's post	No	No	No	Social Networks, Business Networks, Blogs & Microblogs, Photo/Video Sharing Sites
Arbitrator messages participant	Yes	No <sup>389</sup>	No	Social Networks, Business Networks, Blogs & Microblogs, Photo/Video Sharing Sites
Participant messages arbitrator	No	No	No	Social Networks, Business Networks, Blogs & Microblogs, Photo/Video Sharing Sites
Common group membership	No	Yes	No	Social Networks, Business Networks

<sup>389</sup> The exchange of a message on social media—like a passing comment on the street—does not, standing alone, indicate the existence of an ongoing relationship. However, if messaging is sufficiently frequent, it might suggest the existence of a disclosable relationship outside of social media.