

## **School of Nursing Social Media Policy**

As healthcare professionals and affiliates of a public institution, you have a responsibility to be aware of the impact your words have once published. Behavior should be respectful in all your social media encounters. Students and employees are responsible for the content they post or promote. Understanding that your views, values, and opinions may change over time, once posted online, the content leaves the contributing individual's control forever and may be traced back to the individual in perpetuity. Content contributed on these platforms is immediately searchable and shareable, regardless of whether that is the intention of the contributor. Additionally, use of social media may present concerns for privacy and confidentiality.

### **Definition**

Social media are defined as web-based or mobile technologies used for interactive communication. Examples include, but are not limited to, blogs and microblogs (e.g., Twitter), content communities (e.g., YouTube), social networking sites (e.g., Facebook), and virtual social worlds (e.g., Second Life).

### **Communication**

Official SON electronic communication regarding academic courses or academic schedules will occur through University-sanctioned channels (e.g., Spartan email, Canvas, and UNCG websites). Electronic communications outside these channels are not endorsed for academic courses.

### **Social Media Use**

SON students and employees are prohibited from disclosing through social media the following:

- Protected Health Information, as defined by the Health Insurance Portability and Accountability Act (HIPAA) – For example, individuals may not disclose patient names or otherwise refer to patients in any way that identifies them individually, including by their initials or by their location (e.g., hospital name or unit).
- Education Record Information, as defined by the Family Educational Rights and Privacy Act (FERPA) – Employees may not disclose FERPA-protected information regarding students.
- Confidential Personnel Information, as defined by the State Personnel Act – Employees may not disclose confidential personnel information regarding other employees.
- Confidential, non-public, or proprietary information about families, clinical facility staff or clinical institutions.
- Copyrighted or intellectual property belonging to the University, including, but not limited to course materials and examinations.
- Comments that express or imply sponsorship or endorsement by the School of Nursing or the University unless you are officially authorized to act in this capacity for this purpose on behalf of the University or the School.

If a student or employee identifies themselves as affiliated with the SON at UNCG online (e.g., list affiliation with the School in a Facebook profile) on a personal social media profile, it is best

practice and strongly encouraged that a disclaimer be added that any opinions or views expressed do not represent the opinions of the School of Nursing or the University of North Carolina at Greensboro. Accordingly, the use of social media for clinical discussions that include any identifiable information related to patients or SON-affiliated clinical facilities is prohibited.

In addition to this policy, all SON-affiliated students and employees must adhere to the University's [Social Media Standards](#). Students in violation of this policy or other University-related social media policies may be considered as having violated the UNCG Academic Integrity Policy and may face disciplinary action. Employees who violate this policy or other University-related social media policies may be subject to disciplinary action up to and including termination or dismissal.

Additional Guidelines to be followed:

- UNCG Academic Integrity Policy – <https://osrr.uncg.edu/academic-integrity/>
- UNCG Social Media Standards – <https://uc.uncg.edu/social-media-standards/>
- HIPAA – <https://www.hhs.gov/hipaa/index.html>
- FERPA – <https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>
- NCSBN Social Media Guidelines for Nurses – <https://www.ncsbn.org/347.htm>
- NSNA Social Media Recommendations – <https://www.dropbox.com/s/nfdwonodeiy4c5v/NSNA%20Social%20Media%20Recommendations.pdf?dl=0>
- ANA Social Networking Principles – <https://www.nursingworld.org/social/>
- NCBON Social Networking and Nurses – <https://www.ncbon.com/education-continuing-education-board-sponsored-bulletin-offerings-social-networking-and-nurses>

**By signing below, I hereby agree to abide by the terms of this policy.**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date