Social Media Policy

Purpose

The SJSU Valley Foundation School of Nursing (TVFSON) supports the use of social media to reach audiences important to the University such as students, prospective students, alumni, faculty, staff, practice partners, and healthcare professionals. The University presence or participation on social media sites is guided by university policy. In addition, the ANA's policy concerning ethical standards and social media guidelines is a basis for this document. The following policy applies to SJSU School of Nursing students who engage in internet/online conversations for school-related purposes or school-related activities such as interactions in or about clinical, simulation, and didactic course activities. Distribution of sensitive and confidential information is protected under HIPAA, or the Health Insurance Portability and Accountability Act, and The Family Educational Rights and Privacy Act (FERPA) - whether discussed through traditional communication channels or through social media.

General Information

Social media are defined as mechanisms for communication and information gathering/ sharing designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media is commonly thought of as a group of Internet-based applications that are built on the ideological and technological foundations of the web that allows the creation and exchange of user-generated content. Examples include, but are not limited to, LinkedIn, Wikipedia, Second Life, Flickr, blogs, podcasts, RSS feeds, discussion boards, Allnurses.com, Twitter, Facebook, YouTube, MySpace, Snapchat, and Instagram.

Reference resources should be used to clarify the nurse's role and responsibilities. Please review the National Council State Boards of Nursing's (NCSBN) White Paper: A Nurse's Guide to Use of Social Media and the American Nurses Association's (ANA) Principles for Social Networking and 6 Tips for Nurses Using Social Media (1/2012).

While this SJSU policy may need to be modified as new technologies and social networking tools emerge, the spirit of the policy will remain the protection of sensitive and confidential information. Social media often spans traditional boundaries between professional and personal relationships and thus takes additional vigilance to make sure that one is protecting personal, professional, and university reputations.

As students you will want to represent the University and the School in a fair, accurate and legal manner while protecting the brand and reputation of the institution. When publishing/posting information on social media sites, remain cognizant that information may be public for anyone to see and can be traced back to you as an individual. Since social media typically enables two-way communications with your audience, you have less control about how materials you post will be used by others. As one person remarked, "If you wouldn't put it on a flier, carve it into cement in the quad or want it published on the front of the Wall Street Journal, don't broadcast it via social media channels." Nursing students must recognize that they have an ethical and legal obligation to maintain patient privacy and confidentiality at all times.

Policy

1. Protect confidential, sensitive, and proprietary information: Do not post or share confidential or proprietary information about the university, faculty, staff, students, clinical facilities, patients/clients, or others with whom one has contact in the role of a San Jose State University, School of Nursing student.

2. Respect copyright, intellectual properties, and understand fair use. When posting or sharing, be mindful of the copyright and intellectual property rights of others and of the university. For guidance, visit the University Library's [research guide on Copyright and Fair Use](.).

3. Do not use San Jose State University (SJSU) or School of Nursing marks, such as logos and graphics, on personal social media sites. Do not use SJSU's name to promote a product, cause, or political party or candidate.

4. Use of the School of Nursing's marks (logos and graphics) for School-sanctioned events must be approved (posters, fliers, postings) by administration.

5. It is expected that during clinicals and classes use of a smartphone/tablet and other devices employed for social media will be used only as authorized by faculty and facility policy.

6. No personal phone conversations or texting are allowed at any time while in patient/client areas or in the classroom. If the student needs to respond to an emergency text or phone call during class, the student is asked to leave the classroom and respond as deemed necessary. The exception to this, might be in a setting such as community-based environments, where faculty have given express permission to communicate with themselves or your clients.

7. Use of computers (smartphones/tablets, notebooks, etc.) shall be restricted to note taking and classroom activities, unless directed by the faculty in charge. Other usage is distracting for not only the student involved in the activity but those in the immediate area/vicinity.

8. No student shall videotape, photograph or voice record professors and/or fellow students for personal or social media use without the express written permission of the faculty or fellow student. At NO TIME shall patients/clients/mannequins be videotaped, photographed or voice-recorded without written permission of the patient/client/faculty AND of the facility.

9. All students participating in simulation activities are also to follow these guidelines.

10. Be aware of your association with San Jose State University in online social networks. If you identify yourself as a student, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, clients, and potential employers. Identify your views as your own. When posting your point of view, you should neither claim nor imply you are speaking on SJSU's behalf, unless you are authorized to do so in writing.

11. HIPAA guidelines must be followed at all times. Identifiable information (either direct or indirect) concerning clients/clinical rotations must not be posted in any online forum or webpage. [NOTE: Faculty will give direction for how information in instructional management systems, such as Canvas, is treated].

12. Ultimately, you have sole responsibility for what you post. Be smart about protecting yourself, your and others privacy, and confidential information.

Procedure/Considerations

1. All students will sign a "Contract Social Media Conduct", on entering the program.

2. All students will be held accountable for following these social media policy guidelines.

3. There is no such thing as a "private" social media site. Search engines can find posts years after the publication date. Comments can be forwarded or copied. Archival systems save information, including deleted postings. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and

clear-headed. Think twice before posting or sharing. If you are unsure about posting something or responding to a comment, ask your faculty. If you are about to publish something that makes you even the slightest bit uncertain, review the suggestions in this policy and seek guidance.

4. Future employers hold you to a high standard of behavior. By identifying yourself as a San Jose State University student through postings and/or personal web pages, you are connected to your colleagues, clinical agencies, and even patients. Ensure that content associated with you is consistent with your professional goals, and the School of Nursing's values.

5. Nursing students are preparing for a profession that provides services to a public that also expects high standards of behavior.

6. Respect your audience.

7. Adhere to all applicable University and affiliated clinical sites' privacy and confidentiality policies.

8. You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts).

9. Employers are increasingly conducting Web searches on job candidates, prior to and/or before extending job offers. Be sure that what you post today will not come back to haunt you.

10. Monitor comments. You can set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

11. Don't use ethnic slurs, personal insults, obscenity, pornographic images, or engage in any conduct that would not be acceptable in the professional workplace.

12. You are responsible for regularly reviewing the terms of this policy.

Consequences

1. Violations of patient privacy with an electronic device will be subject to HIPAA procedures/guidelines and consequences.

2. Students who share confidential or unprofessional information, do so at the risk of disciplinary action including possible failure of a course and/or dismissal from the nursing major.

3. Each student is legally responsible for individual postings and may be subject to liability, if individual postings are found defamatory, harassing, or in violation of this social media policy or any other applicable policy or law. Students may also be liable if individual postings include confidential or copyrighted information (e.g., music, videos, text, etc.).