

Duke University School of Nursing

Name: Social Media Policy

Effective: August 22, 2017

Approval Authority: Associate Dean for Academic Affairs

Overview

The Duke University School of Nursing (DUSON) recognizes and supports the professional use of social media by students. In using social media, students have an obligation to conduct themselves in accordance with all clinical institutional social media policies, Duke University Community Standards and the DUSON Personal Integrity Policy and Guidelines.

Social Media Defined:

Social media is broadly defined and consists of any online platform used as a mechanism for communication. Social media is most often an Internet-based application that allows for the creation and exchange of user-generated content. Examples of social media include but are not limited to social networking sites (e.g., Facebook, LinkedIn, Instagram, Snapchat, Pinterest, Flickr), microblogs (e.g., Twitter, Tumblr), user-created webpages (e.g., Wiki, Wikipedia), company and personal blogs (e.g., Wordpress), forums and discussions boards (e.g., Google Groups, Yahoo! Groups, ALLnurses.com), content communities (e.g., YouTube), and audio-sharing (e.g., podcasts).

While new technologies create new opportunities for communication and collaboration, they also create vulnerabilities for individuals and institutions, especially those involved in the healthcare environment. The purpose of this policy is to promote the safety and privacy of students, patients and their families, and visitors through the protection of sensitive and confidential information. DUSON recognizes and supports professional use of social media, and recognizes that the workforce participates in social media for personal use. This policy covers the use of social media and internet activities that associate the DUSON community with all institutions who support DUSON through clinical placements. Since social media often spans traditional boundaries between professional and personal relationships, additional vigilance is required to ensure that one is protecting personal, professional, and university reputations.

All students within the DUSON community are expected to observe professional standards for communication in all interactions and exercise wisdom and caution in using social media. Once posted online, the content leaves the contributing individual's control forever and may be traced back to the individual in perpetuity. Bear in mind that people have been denied employment because of information posted on social networking sites.

The following guidelines apply to the DUSON student community who identify themselves as part of DUSON on professional and personal social media sites:

- Protect confidential and sensitive information. Do not post confidential information about the university, staff, students, clinical facilities, patients or others with whom one has contact in the role as affiliated with DUSON.
- Students and faculty/clinical instructors in clinical settings should familiarize themselves with the social media policies of those agencies.
- Students will not initiate or accept friend requests (or the like) from patients or patient families except in unusual circumstances when there is an established relationship prior to the date of treatment.

8.22.2017

- Students will not participate in online conversations with patients, patients' families, and others regarding patient information.
- Activities that occur during clinical experiences will not be shared through social media. Sharing information includes, but is not limited, to posting pictures of patients, families, patient records, healthcare workers, interiors of clinical sites, faculty, fellow students, etc.
- Adhere to copyright laws and intellectual property rights of others and of the university.
- DUSON or Duke 8.22.2017 logos or graphics/images are not to be used on personal social media sites or to promote/endorse a product, cause, political party or candidate.
- Personal phone conversations, texting, or use of social media is not allowed at any time while in patient/client areas or in the classroom.
- Recording or videotaping of professors, students, staff, or educational activities for personal or social media use is prohibited unless the individual(s) involved grant permission for such taping.

The social media policy also applies to anyone engaged in human subject research with patients or families and to all visiting scholars.

Consequences:

DUSON will investigate and adjudicate potential violations of this policy. Consequences for failure to abide by any component of this policy may result in disciplinary action, including but not limited to formal reprimand, suspension, course and/or clinical failure, or dismissal from the program based on the type and seriousness of the violation.

DUSON may have mandatory reporting obligations to licensing and credentialing bodies. Breaches of the social media policy may be submitted to the North Carolina Board of Nursing, which may affect licensure or eligibility for licensure.

Students should also be aware of the social media policies of non-Duke facilities and adhere to these. Breach of these policies may result in additional penalties from the facility.

Duke's Social Media Policy and Glossary, with link to FAQs

<https://egrc.duhs.duke.edu/default.aspx?requestUrl=..%2fGenericContent%2fRecord.aspx%3fid%3d205922%26moduleId%3d65>

Additional Resources:

The American Nurses Association's Social Networking Principles Toolkit

- To be used for practical guidelines on how to maintain professional standards in media environments:
<http://www.nursingworld.org/socialnetworkingtoolkit>