TITLE: ELECTRONIC DEVICES AND SOCIAL MEDIA POLICY

POLICY: Social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include but are not limited to LinkedIn, Twitter, Facebook, Second Life, Flickr, YouTube, Instagram, and MySpace. Social media are powerful and far reaching means of communication that can have a significant impact on your professional reputation and status as a student at Wright State University-Miami Valley College of Nursing and Health (WSU CONH). Social media sites postings can blur the lines between personal voice and institutional voice. The purpose of this policy is to help clarify use of devices by students in a way that is conducive to learning, maintains compliance with clinical practice policies and also protects the student’s and college’s reputation. This policy is not inclusive of all situations related to social media.

PROCEDURES:

 All cellular phones, pagers, and electronic and/or wireless devices must be in silent mode during all classroom and laboratory experiences.
 All cellular phones, pagers, and electronic and/or wireless devices will be turned off and out of sight during examinations, quizzes, and graded events.
 Cell phone usage in clinical setting is dictated by agency/hospital contract and/or instructor preference.
 Individual course faculty have the discretion of enforcing more restrictive course policies related to these devices in the classroom setting. These policies will be spelled out in individual course syllabi for students.
 Protect confidential and proprietary information: Do not post confidential or proprietary information about other people (including but not limited to patients, faculty and staff, other students, preceptors, and co-workers). Adhere to all applicable federal requirements (such as FERPA and HIPAA) as well as university and clinical agency policies.
 Comments or photographs posted on social media sites that describe, or attempt to describe, any clinical experiences are prohibited, with or without identifying information.
 Respect copyright and fair use: Always consider copyright and intellectual property rights when utilizing social media sites. Adhere to all applicable laws and regulations.
 Don’t use Wright State University logos for endorsements: Do not use the Wright State University logo or any other university images or iconography on personal social media sites, including pictures of students in their uniform where the WSU CONH logo can be seen. Pictures of WSU CONH students or faculty should only be posted with the consent of all individuals involved.
 Terms of service: Obey the Terms of Service of any social media platform employed.
 “Friending”: WSU-CONH strongly discourages the use of social media sites to “friend” faculty and clinical agency personnel. Students shouldn’t initiate or accept friend requests with these individuals unless there is an in-person friendship that pre-dates the professional student nurse relationship. In addition, a student shall not use social media, texting, emailing, or other forms of communication with, or about a patient or patient’s family member, for non-health care purposes or for purposes other than fulfilling the student’s assigned clinical responsibilities.
 Think (and rethink) before sharing on a social media sites: Privacy is very hard to maintain, and never guaranteed, when utilizing social media sites. Before posting anything, think about the consequences of what would happen in the event that it becomes widely known (for example printed in a newspaper or posted on a bill board) and how that would impact both the student and the university. Search engines can retrieve posts years after they are created, and communications can be forwarded or copied. If the student posting would not speak the comment in class or to a member of the media, think about if it should be posted online. Remember that postings may affect potential employer’s hiring decisions.
 Be respectful and professional: Responses should be considered carefully in light of how they would reflect on the student posting and/or the university and its institutional voice. Never post anything that is
obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity, including patients, families, faculty, staff, fellow students, and agency personnel. Students are expected to adhere to professional standards including the ANA Code of Ethics.

- **Identify personal views as personal:** If a student identifies his/herself as a Wright State University student online, it should be clear that the views expressed are not necessarily those of the institution. For example: “The views expressed on this site are completely my own and do not represent the views or policies of WSU CONH or any of its affiliated clinical agencies.” Considering adding this language to the profile or “about me” section.

- **Only access social media sites outside of clinical, laboratory, or class time.**

- **Use social media names and URL’s that don’t identify WSU CONH:** Avoid using your WSU email address as your primary contact on social sites. Your social media avatar should not include WSU’s name or logo.

- **Avoid providing healthcare advice or provider referrals:** WSU CONH doesn’t endorse people, products, services, or organizations. Whenever your affiliation with WSU CONH is known or implied, you should not give or request advice or referrals.

- **Add value to the WSU community with what you post:** Be accurate and factual. If you make an error, post the correction immediately within the original post.

**Violations:**

- **All complaints regarding possible violations of this policy will be investigated.** Consequences for failure to abide by any component of this policy may range from failure of a course to dismissal from the program based on the type and seriousness of the violation. **Privacy violations are especially serious:** Violations involving protected health information (PHI) will result in disciplinary action or expulsion. In addition, students may be subject to federal HIPAA fines or prosecutions from the affected individuals or clinical agencies.

- **Violations of these policies may result in expulsion from the CONH or Wright State University**

- **Violations may be sanctioned by the university:** Refer to the Wright State University Community Standards and Student Conduct Code of Conduct. See [http://www.wright.edu/students/judicial/](http://www.wright.edu/students/judicial/)

- **Financial penalties:** Students may be required to reimburse WSU CONH if the university incurs legal costs related to an inappropriate social media posting.

- **Personal liability:** Libel and defamation of character may be subject to civil proceedings brought forward by the injured party. These would be separate from any university sanctions.

- **Additional consequences:** WSU-CONH may have mandatory reporting obligations to licensing and credentialing bodies.

**Disclaimer:** WSU and the CONH are not responsible for postings on social media as referenced in the above policy.

**Student Signature:** ________________________________________________________

**Printed Name:** ____________________________________________________________

**Date:** _________________

UG Curr, 05/14/12; Revised Faculty Org, 08/27/14