

## University of Pennsylvania School of Nursing (SON)

### Guidelines for Student Use of Social Media

The ease of use and popularity of social media technologies make them attractive and effective channels for communication. However, some unintended consequences may result from the use of these technologies. The lines between public and private, personal and professional are easily blurred. Once information is released to a social media platform it is no longer confidential. It is immediately searchable and shareable, and may be used in a way not intended by the initial author. The purpose of this document is to provide SON students with guidelines for the responsible and safe use of social media as well as information about possible consequences when these are disregarded.

SON students are prohibited from disclosing or posting the following via social media:

- Protected Health Information, as defined by the Health Insurance Portability and Accountability Act (HIPAA). For example, an individual may not disclose patient names, images, or refer to patients in any way that identifies them, including location.
- Copyrighted or intellectual property of the University.
- Any University or SON insignia in connection with their personal activities.
- Comments that imply sponsorship or endorsement by SON or the University, without explicit authorization.

#### Guidelines

- Be mindful of your online reputation- anything you post can be visible to potential employers for years to come.
- Use caution when making any reference to experiences or events associated with the School of Nursing or patient care.
- Be aware and use privacy settings.
- Use your personal email, not your Penn Nursing email, for personal online communications.
- SON students should always practice the principles of respect for others and the civil and thoughtful discussion of ideas.
- If using a SON or University group page, assign an administrator to monitor posting, discussions, etc.

SON students are expected to behave in a professional manner at all times and conduct themselves in a manner consistent with the highest ethical standards in both classroom and clinical work as articulated in the [University's Code of Academic Integrity](#). SON students must adhere to these high standards in interactions with patients, colleagues, faculty, and administrators, and in all communication media. It is the responsibility of each student to conduct herself or himself in a manner that reflects positively upon the school and the nursing profession. SON students also must adhere to all social media guidelines and policies of external organizations with whom they interact in connection with their studies (i.e. clinical and community sites, hospitals, etc.). As explained in the [Code of Student Conduct](#), students are expected to exhibit responsible behavior regardless of time or place. Failure to do so could result in disciplinary action by the University and sanctions ranging from a transcript notation to expulsion. Furthermore, HIPAA violations could result in civil and/or criminal penalties, and there could be legal consequences for postings viewed as libelous, harassing, or otherwise in violation of the rights of others.

#### Related References for Social Media Best Practices

<http://www.pennmedicine.org/health-system/about/organization/policies/notice-of-privacy-practices.html>

<http://www.hhs.gov/ocr/privacy/hipaa/understanding/summary/index.html>

[https://www.ncsbn.org/Social\\_Media.pdf](https://www.ncsbn.org/Social_Media.pdf)

[https://www.ncsbn.org/NCSBN\\_SocialMedia.pdf](https://www.ncsbn.org/NCSBN_SocialMedia.pdf)

#### Facebook Guidelines

- We ask that SON-affiliated student groups choose the "Group" account type when using Facebook <http://www.facebook.com/groups>.

- Groups are like a message board; they are easy to manage and have several privacy options. Please set any SON-affiliated Facebook Group privacy option to CLOSED <http://www.facebook.com/help?page=982>.
- As a reminder, the prohibitions noted above apply to all social media account types regardless of privacy settings.

### **Branding Guidelines**

The SON “Brand” has a carefully defined look comprised of [logos, colors, fonts, and styles](#). To ensure your group meets the SON’s branding standards, please contact the Marketing and Communications team at [media@nursing.upenn.edu](mailto:media@nursing.upenn.edu).