

Penn Nursing Student Social Media Policy

In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a representative of the University of Pennsylvania School of Nursing, you are creating perceptions about the School of Nursing (SON) and your expertise. Be sure that all content associated with you is consistent with your abilities and the SON's reputation.

This document serves as the official policy for student use of social media at the SON. These guidelines apply to all students creating or contributing to any kind of social media affiliated with the SON. Please check back periodically to make sure you're up to date. We trust that you will adhere to these policies. If, for any reason an incident occurs that violates the policy, we expect you to bring it to our attention immediately so we can work together toward a resolution.

Your Online Reputation

The information you post and share online is NOT confidential. Assume anything you post — or, are tagged by — is visible to the world-at-large, and may affect your professional reputation for years to come. Today, many employers and academic institutions routinely search potential candidate's online reputations. For more on developing and protecting your online reputation, we strongly encourage you to review:

University of Pennsylvania Career Services – Creating an Online Persona

http://www.vpul.upenn.edu/careerservices/undergrad/online_persona.html

Social Media Guidelines – What do nurses need to know?

<https://www.ncsbn.org/2930.htm>

White Paper: A Nurse's Guide to the Use of Social Media

https://www.ncsbn.org/Social_Media.pdf

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.

Facebook Guidelines

Use the GROUP Account Type

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>

We ask that all SON-affiliated Facebook Groups add a member of the SON Marketing and Communications team as an Admin of their group. Please contact media@nursing.upenn.edu.

Ethics Guidelines

Live the SON philosophy

Be sure that all content associated with you is consistent with your abilities and the SON's philosophy - that social media is about building relationships. Never impersonate someone else, or purposely obscure your identity as a representative of the SON. Build your own reputation. Care about what you are talking about.

Write what you know

Stick to your area of expertise and provide unique, individual perspectives on what's going on at the SON and in the world. Don't tell secrets. Respect proprietary information, confidentiality, brand, trademark, copyright, and fair use.

Remember everything online is discoverable

There is no such thing as a private social media site. Search engines turn up posts years after they were published. Comments can be forwarded, copied, and printed. Archival systems save information even if you delete a post.

Understand and use privacy settings

We do not expect all of your social media use to be SON-related, but we do expect you to keep the items you share with your close personal friends separate from what you share with your SON "friends."

Adhere to HIPAA

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

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

Keep It Legal

Have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your source. Keep your links up to date and make sure they work.

Be Respectful and Professional

SON students should always keep in mind our principles of respect for others and the civil and thoughtful discussion of ideas. The freedom and speed of online conversations can often prompt people to behave in ways they may otherwise would not. Your reputation and SON are best served when you express yourself professionally. Don't spam. Ever.

Institutional and Personal Privacy

Do not post about religious holidays, confidential or proprietary information about the SON, its students, alumni, employees, or patients. Use good ethical judgment and follow university policies, as well as federal requirements.

Likes and For-Profit Ventures

SON does not endorse for-profit ventures; i.e., please do not choose to "Like" a for-profit entity!

Give credit where credit is due

Always cite when quoting someone else. Make sure images are shareable through [Creative Commons](#), and attribute them, too. Never use copyrighted material without permission.

Mistakes happen

If you make a mistake, admit it quickly. Most of the time, you can then move on. If not, let us help you fix your mistakes; explain the situation and we can help you to find a solution to any problem.

Social Media - Best Practices, Tools, and Tips

Facebook

Facebook Groups <http://www.facebook.com/groups>

Facebook Help <http://www.facebook.com/help/>

Facebook Basics > How to Post and Share Content <http://www.facebook.com/help/?page=812>

Facebook Privacy and Data Use Policy <http://www.facebook.com/about/privacy/>

Facebook and Privacy > Resources http://www.facebook.com/fbprivacy?sk=app_6009294086

Facebook Security > Take Action http://www.facebook.com/security?sk=app_10442206389

Facebook Statement of Rights and Responsibilities <http://www.facebook.com/terms.php>

Mashable: How to Manage a Facebook Group <http://mashable.com/2009/10/07/facebook-groups/>

Mashable – The Facebook Guide: <http://mashable.com/guidebook/facebook/>

Linked In

What is LinkedIn? <http://learn.linkedin.com/what-is-linkedin/>

About Groups <http://learn.linkedin.com/groups/>

Groups and Featured Discussions <http://learn.linkedin.com/groups/#featured-discussions>

What is LinkedIn Today? <http://blog.linkedin.com/2011/03/10/linkedin-today/>

New Users <http://learn.linkedin.com/new-users/>

Training Webinars <http://learn.linkedin.com/training/>

Twitter

Mashable – The Twitter Guide Book: <http://mashable.com/guidebook/twitter/>

What is Twitter? <http://business.twitter.com/basics/what-is-twitter>

Glossary <http://business.twitter.com/basics/glossary>

Basics <http://support.twitter.com/groups/31-twitter-basics>

Best Practices <http://business.twitter.com/basics/best-practices>

Support <http://support.twitter.com/>

Use Twitter Efficiently <http://econsultancy.com/us/blog/3780-a-20-step-starters-guide-to-using-twitter-efficiently>