

St. Joseph School of Nursing
Nashua, New Hampshire

Social Media

SJSON recognizes that social networking (such as personal web sites, blogs, Facebook, Twitter, online group discussions, message boards, chat rooms, etc.) can be used by students for personal reasons as well as educational purposes. SJSON also understands how the use of internet social network sites and blogs can shape the way the public views our school and our organization. SJSON respects the right of any employee or student to maintain a blog or post a comment on social networking sites. However, it is also committed to ensuring that the use of such communications serves the needs of our school by maintaining SJSON's identity, integrity, and reputation in a manner consistent with our values and policies.

This policy establishes a set of rules and guidelines for any activity and participation in "social media" by all SJSON "users." These rules are intended to be adaptable to the changes in technology and norms of online communication and behavior, and may be amended by St. Joseph at any time, for any reason, without notice to users.

By adopting this policy, SJSON is not seeking to limit the free flow of communication or any of the legal rights held by its students or restrict them from communicating. Rather, this policy is intended to protect SJSON's legitimate interest. For example, do not post internal reports, policies, procedures regarding St. Joseph, or other internal school-related confidential communications.

Additionally, nothing herein should be construed to prohibit communications which would be permitted under applicable law, including but not limited to the National Labor Relations Act.

Definitions:

The term "social media" applies to any web-based and mobile technologies, in use now or developed in the future, that enable individual or entities to disseminate or receive information, communicate, or otherwise interact, and includes, without limitation, email, texting, messaging, social networking, blogging, micro-blogging, web bulletin boards, chat rooms, and so on, through providers such as Facebook, LinkedIn, , Twitter, YouTube or others, whether or not affiliated with St. Joseph Hospital or School of Nursing.

Policy:

SJSON has established the following set of rules and guidelines for all "online social media" (which includes but is not limited to e-mail, social networking sites, blogs, microblogs (Twitter), bulletin boards, etc.).

Procedure:

As a student, you are personally responsible for any of your online social medial activity conducted using an e-mail address, or on a website or page, and/or which can be traced back to a company domain and/or which uses St. Joseph's assets, such as electronic resources.

You should also be mindful of your online conversations and social network postings during your own time. In general, what you do on your own time is your affair; however, your conduct, even while not in school, can reflect on and affect SJSON. We expect that you will conduct yourself in a professional manner. We also ask that you exercise personal responsibility whenever you blog or use social networking websites.

Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects patients, vendors, people who work on behalf of St. Joseph or St. Joseph's legitimate business interests may result in disciplinary action up to and including termination.

Please also be mindful of the following guidelines:

Maintain the confidentiality of St. Joseph's private and confidential business information and that of any patient, client or patient families that you have contact with.

Students are obligated to comply with all federal, state and local laws related to privacy and confidentiality, including, without limitation, HIPAA.

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As students at SJSON, you have a moral, ethical and legal responsibility to maintain an individual's right to privacy. Identifiable patient information, whether it is oral or recorded is protected by HIPAA, when that information could identify an individual by name, medical condition, demographics or other means. This policy expressly prohibits the posting of written material or photographs that identify patients/clients, health care agencies, educational institutions or other students in clinical sites or patient related activities.

Additional clinical site specific policies related to the use of social media and technological resources will be honored.

Express only your personal opinions. Never represent yourself as a spokesperson for St. Joseph or St. Joseph School of Nursing. Only those officially designated by St. Joseph have the authority to speak on its behalf.

Do not use "St. Joseph School of Nursing" or its logo on any personal postings.

Be respectful of your potential readers including fellow students, customers, patients, vendors or people who work on behalf of St. Joseph. Also, keep in mind that you are more likely to resolve school-related complaints by speaking directly with your advisor/instructor or by utilizing our complaint process, than by posting complaints to a social media outlet. Nevertheless, if you do decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as discriminatory, malicious, obscene, defamatory, threatening or intimidating, that disparage customers, patients, other students, employees, former employees, vendors or St. Joseph competitors. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or school policy. The school's anti-harassment and discrimination policies still apply.

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about St. Joseph, fellow students, customers, patients, vendors, and people working on behalf of St. Joseph or competitors.

Requesting or entering into an on-line friendship ("friending") with on social networking sites with patients of St. Joseph's is prohibited.

Any conduct which under the law is impermissible if expressed in any other form or forum is impermissible if expressed through a blog or social network account. Specifically, students are obligated to comply with all federal, state and local laws related to privacy and confidentiality, including, without limitation, HIPAA. Most websites, including Facebook and others, have rules concerning the use and activity conducted on their sites. These are sometimes referred to as "Terms of Use." You must follow the established terms and conditions of use that have been established by the venue and not do anything that would violate those rules. Students are prohibited from posting any patient or employee related information on blogs or social networking accounts.

When participating in any social media, be completely transparent and disclose your true identity for your personal protection. Additionally, when commenting on or promoting SJSON product or service on any form of social media, you must clearly and conspicuously disclose your relationship with St. Joseph to the members and readers of that social media. Do not use your own personal online relationship or St. Joseph's network to influence polls, ranking, or web traffic. This is called "astroturfing" or "sock-puppeting" and is highly unethical. You are not to use the size and breadth of the St. Joseph network to unduly influence process, ranking, or web traffic where said traffic is a measure of success or popularity of a particular political opinion.

These policies apply to postings, blogging and texting occurring at any time, on any computer or electronic device, whether or not it is the property of St. Joseph.

St. Joseph reserves the right to take disciplinary action, up to and including termination, if a student's electronic communications violate St. Joseph policy.

St. Joseph has the right but not the duty to monitor the use of all electronic resources, including but not limited to internet usage, for the purpose of protecting its interests. Students should have no expectation of privacy in the use of

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the school's electronic resources. As such, when using such systems, you should have no expectation of privacy with regard to time, frequency, content or other aspect of your use, including the websites you visit and other Internet/Intranet activity. The reasons the school accesses and monitors these systems include but are not limited to: maintaining the system; preventing or investigating allegation of system abuse or misuses; assuring compliance with software copyright laws; and complying with legal and regulatory requirements.

When publishing any online material through social media that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always use citations and link to the original material where applicable.

Retaliation is prohibited. SJSON prohibits taking negative or retaliatory action against any student for reporting a possible deviation from this policy or for cooperating in an investigation. Any student who retaliates against another student or employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

If you have questions or need further guidance, please contact the Dean of the school or one of the Associate Deans.

Further guidance can be found at https://www.ncsbn.org/NSNA_Social_Media_Recommendations.pdf