



Title: Social Media Policy

Policy No.: ADM 3.04

Date: 8/1/2015
 Rev.: 8/1/2018

Areas Affected:

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POLICY

Students of Bon Secours Memorial College of Nursing (BSMCON) are expected to adhere to the following procedures when participating in any Social Media: (i) on College hosted sites; (ii) through BSMCON equipment or networks; (iii) with respect to BSMCON-related matters; and/or (iv) where an student's BSMCON affiliation is somehow referenced, identified, or can be logically assumed based upon the site context or information provided. This Policy applies to use of Social Media both during and outside of school hours to the extent that any of (i)-(iv), above are implicated.

SCOPE

This policy applies to all students of Bon Secours Memorial College of Nursing. Students that are also BSHSI employees must follow the BSHSI Social Media Use Policy and Guidelines.


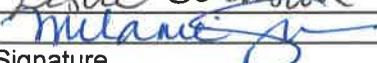
RATIONALE

The purpose of this Policy is to provide students of BSMCON with expectations and requirements for participation in any Social Media.

The health care industry, like many other industries, embraces the use of Social Media (as defined below) to facilitate and enhance communication, education, collaboration, research, and remote work, etc. However, the use of Social Media carries with it significant risks, including, but not limited to, privacy risks. These risks are lessened through establishing and complying with certain safeguards, policies, and guidelines; providing education and training; and taking appropriate corrective action when necessary. The intent of this policy is not to restrict the flow of useful and appropriate information or to interfere with students' legally protected rights, but to minimize risk to BSMCON, students, and those we serve.

BSMCON recognizes the value of online Social Media, when used properly, as resources to positively promote the organization's mission and values, strategic goals, marketing, referral and recruitment activities, as well as a forum for exchange of information by its students. In fact, BSMCON recognizes that the best form of marketing often comes from students who share with their communities how the College of Nursing is living the promise of providing Good Help every day. For example, a well-written post from a member of the community or student about a BSMCON-related community event, new program or service, or the extraordinary care that students have provided to patients, residents, and families (without disclosing PHI, as defined below) can have far greater effect than a paid TV commercial.

Reference Policy # _____

Approved by:


 Signature

Dean of Student Services _____
 Provost/VP _____
 Title

5/11/18
 5.14.18
 Date

Approval History:
 Student Services 2/23/15, 1/18
 Policy Committee 3/9/15, 2/18

Key Words:

DEFINITIONS

- **Blog** – Short for “Web log,” a site that allows an individual or group of individuals to share a running log of events and personal insights with online audiences.
- **Personally Identifiable Information (PII)**. PII is any information that permits the identity of an individual to be directly or indirectly inferred, including any other information that is linked or linkable to that individual.
- **Protected Health Information (PHI)**. PHI is individually identifiable information (including, but not limited to, names, dates, medical diagnosis, phone numbers, fax numbers, medical records numbers, and social security numbers) about a patient/resident’s physical or mental health status, the provision of healthcare to a patient/resident, or payment for that care.
- **Podcast** – A collection of digital media files distributed over the Internet, often using syndication feeds, for playback on portable media players and personal computers.
- **RSS feeds or Syndication feeds** - A family of different formats used to publish updated content such as blog entries, news headlines or podcasts and “feed” this information to subscribers via e-mail or by an RSS reader. This enables users to keep up with their favorite web sites in an automated manner that’s easier than checking them manually (RSS known as “really simple syndication”).
- **Social Media** - Includes but are not limited to blogs, podcasts, discussion forums, on-line collaborative information, developing technologies, and publishing systems that are accessible to internal and external audiences (e.g., wikis, RSS feeds, video sharing, and any social media networks).
- **Wiki** - Allows users to create, edit, and link Web pages easily; often used to create collaborative Web sites (called “Wikis”) and to power community Web sites.

EXPECTATIONS

Use of Social Media

Prior to engaging in discussions on Social Media sites, students should consider the following:
Does the discussion conflict with BSMCON’s mission, culture, code of conduct (Student Rights and Responsibilities), and/or values?

Does the discussion reveal confidential patient information, including any information that could directly (e.g., name, Social Security number, address, etc.) or indirectly (e.g., provider name, date of birth, diagnosis, images, etc.) identify a patient under the care of the individual or organization?

Is the content an appropriate and professional reflection of a BSMCON student?

Privacy and Security Compliance: All uses and disclosures of patient Protected Health Information via Social Media sites are prohibited.

Respecting Copyright Laws: Students may not post content or conduct any activity that fails to conform to all applicable state and federal copyright and trademark laws. It is critical that students ensure that they have documented permission to use or reproduce any copyrighted text, photos, graphics, video, music, or other material owned by others. This applies as well to the use of BSMCON trademarks, names, and logos.

In conjunction with the provisions of this Policy, students must follow the “Common Sense Guidelines”.

Common Sense Guidelines:

- ***Don't assume Social Media posts are private:*** *Even though there are privacy controls on sites such as Facebook and other Social Media sites, students should assume that anything posted on a web site is seen by the general public, as well as by BSMCON. It is important to keep in mind that:*

- ***“Friends” can copy your posts and make them available in public.***
*Your friends may include patients/residents.
It is easy for your privacy settings to be set to something other than what you had planned.*

- ***Don't jeopardize your reputation and/or future employment opportunities:*** *Students must consider that everything they post online is part of a lifetime record of him or herself. Increasingly, employers search this online history.*

- ***Keep in mind potential implications from posting:*** *Recognize that student use of Social Media can result in members of the public forming opinions about BSMCON and its services, employees or students.*

- ***Comply with applicable law:*** *Students may not engage in any conduct that violates federal, state or local law.*

- ***Use this Policy as a helpful resource:*** *Consult the policy, as necessary, prior to posting or engaging in activity that could amount to a violation.*

Monitoring and Oversight

Corrective and/or Disciplinary Action for Violations: The inappropriate use of Social Media by College of Nursing students is subject to corrective and/or disciplinary action, up to and including termination consistent with BSMCON policies and procedures. Though not intended to be a comprehensive list of all prohibited activities, BSMCON notes the following activities with respect to the use of Social Media that may be inappropriate and therefore prohibited for students:

- Using Social Media in a way (e.g., posting information) that conflicts with or violates BSMCON's mission, values, code of conduct, or administrative policies and procedures.

- Posting any copyrighted or trademarked information or property where appropriate permission has not been granted and recorded, including trademarks, names, and logos of Bon Secours Health System, Inc. (BSHSI) and/or BSMCON.

- Compromising the privacy and security of confidential patient health or propriety business information about BSHSI, its affiliates, patients, vendors, or suppliers, including, without limitation, business and financial information. (Note that inappropriate use or disclosure of patient health information may also be subject to fines, legal proceedings and/or criminal charges in addition to any corrective and/or disciplinary actions taken by BSMCON).
- Engaging in any form of harassment, including derogatory or inflammatory remarks about an individual's race, religion, color, gender, age, marital status, national origin, sexual orientation, veteran status, disability, or any other characteristic protected by law .
- Posting material that is obscene, defamatory, profane, libelous, threatening, harassing, or abusive to another person or entity (including the College) that is not otherwise protected by law.

Rights of Bon Secours Memorial College of Nursing

BSMCON reserves the right to reject or remove comments for any reason at any time from College of Nursing equipment/sites, including, but not limited to, its belief that any particular comments violate this Policy, and to determine in its sole discretion which submissions meet its qualifications for posting.

In addition to other forms of disciplinary action, BSMCON reserves the right to ban future posts from people who repeatedly violate this Policy.

BSMCON reserves the right to amend these guidelines at its discretion to address issues or changes that may arise.

Acknowledgements:

Aspects of this policy are based on BSHSI Policy-Social Media Use Policy and Guidelines.