



GUIDELINE

SUBJECT/TITLE: Use of Social Media		PAGE: 1 of 4
RELATED POLICY:	DATE ESTABLISHED: July 1, 2018	
AUTHORIZATION: Associate Dean Undergraduate (UofC) Practice Education & Associate Dean Graduate Programs (UofC)	DATE LAST REVISED: May, 2020 (MHC)	

PURPOSE:

1. The purpose of this Operating Standard is to:
 - a) Provide direction to Students to ensure appropriate and professional use of Social Media in all practice and learning environments.
 - b) protect the privacy of Students, Faculty Members and Clients.

SCOPE:

2. This Operating Standard applies to all University of Calgary Nursing Students (Calgary Campus and Medicine Hat College) while they are learning in Clinical Practice Environments. In the event of a conflict between this Operating Standard and any University or Practice Partner Policy, the Operating Standard will govern. This Operating Standard does not apply to the University of Calgary in Qatar.

DEFINITIONS:

- 3 In this document
 - a) “Client” means individuals or groups served by Students in clinical practice environments, including patients, family, groups in acute care and community organizations.
 - b) “Clinical Practice Environments” means all on-site and off-site practice locations including practice labs, the Clinical Simulation Learning Centre, simulation sessions, clinical nursing units and practice partner agencies.
 - c) “Faculty” means the Faculty of Nursing at the University of Calgary and Medicine Hat College site.
 - d) “Faculty Member” means an individual who is employed in an academic position within the Faculty of Nursing at the University of Calgary or within the BN Program, Division of Science and Health at Medicine Hat College.

e) "Practice Partner" means the entity accepting Student's for placement in a Practice Setting.

f) "Social Media" means websites and applications that enable users to create and share content or to participate in social networking. Examples of social media sites are: Facebook, Twitter, Instagram, YouTube, Snapchat, LinkedIn, blogs and other online publications.

g)"Student" means an individual who is registered in a course or program of study in the Faculty of Nursing.

h) "University" means the University of Calgary (Calgary and Medicine Hat Sites).

STANDARD/PRACTICE: 4.

a) The Faculty encourages the use of Social Media as a means for learning and engaging with each other.

b) Students and Faculty Members are encouraged to familiarize themselves with the Practice Partner's policy surrounding the use of Social Media; and with relevant CARNA Social Media Guidelines and CNA Code of Ethics.

c) When Students use Social Media they will:

- i. maintain professional conduct in all Clinical Practice Environments.
- ii. recognize and maintain privacy and confidentiality.
- iii. report breaches of confidentiality or privacy.

d) When Students use Social Media they will not:

- i. take and/or post pictures, videos or pod casts of Clients or Client information
- ii. take and/or post pictures of standardized patients, patient actors, mannequins and other simulation equipment, without authorization from the course instructor.
- iii. collect or store Client health information on a personal mobile device.
- iv. comment on Clients (even if unnamed or if initials or a pseudonym is used).
- v. contact Clients via Social Media unless this type of communication is required as part of the Student's program/course.
- vi. develop personal relationships with Clients.

e) If a violation of this Operating Standard is alleged, the following actions will result:

- i. The Student will meet with the Nursing Program Chair or MHC equivalent to determine the severity of the breach. If the Program Chair or MHC equivalent believes that the actions

could constitute misconduct, they will initiate an investigation under the Student Non-Academic Misconduct Policy. Each case will be dealt with on an individual basis to determine whether the violation occurred, the gravity of the situation and the appropriate response, in consultation with the Practice Partner if appropriate.

- ii. The Nursing Program Chair or MHC equivalent will inform the Student that the purpose of the meeting is to discuss the concern regarding potential inappropriate use of Social Media.
- iv. If the circumstance will be remediated without further referral, the Student and the Nursing Program Chair or MHC equivalent will discuss any conditions that could be imposed for the Student to return to the Clinical Practice Environment. Any such recommendations will be confirmed in writing to the student within 3 days. The Practice Partner will have final discretion to accept or reject continued participation with the recommended restrictions.

- RESPONSIBILITIES:**
- 5. **5.1** The Nursing Program Chair or MHC equivalent will:
 - a) ensure that this document is posted electronically for Faculty Members and Students; and
 - b) act as a resource for Faculty Members to ensure appropriate application of this document and all related policies and procedures.

RELATED

- INFORMATION:**
- 6. Alberta Health Services Social Media Policy
<https://extranet.ahsnet.ca/teams/policydocuments/1/clp-ahs-pol-social-media.pdf>

Canadian Nurses Association (CNA) Code of Ethics

<https://www.cna-aiic.ca/en/on-the-issues/best-nursing/nursing-ethics>

CARNA Social Media Guidelines (December 2011):

http://www.nurses.ab.ca/content/dam/carna/pdfs/DocumentList/Guidelines/Social_Media_Guidelines.pdf

Freedom of Information and Protection of Privacy Act (Alberta):

<https://www.servicealberta.ca/foip/>

National Council of State Boards of Nursing (2011). White paper: A nurse's guide to the use of social media. Retrieved from

www.ncsbn.org/Social_Media.pdf

Province of Alberta Health Information Act:
<https://www.alberta.ca/health-information-act.aspx>

HISTORY:

8. *Approved:* Dr. Dianne Tapp, Dean, Faculty of Nursing, June 14, 2018

Effective: July 1, 2019

Created in consultation with University Legal Services – Access and Privacy, Faculty of Nursing Undergraduate Programs committee, Faculty of Nursing Practice Policy and Procedure Committee, Faculty of Nursing Undergraduate and Graduate.