Social Media and Media Technology Policy  
California State University, Sacramento  
School of Nursing  

1.0 Policy Statement  
1.1 Social media may be used by students of the Sacramento State School of nursing for educational related purposes subject to the restrictions set forth in this policy. These restrictions are intended to ensure compliance with legal and regulatory restrictions and privacy and confidentiality agreements in place with health care agencies. Social media includes items such as blogs, podcasts, discussion forums and social networks.  
1.2 Professional and appropriate use of social media allows faculty to enhance the educational experience of students enrolled in the School of Nursing. The purpose of this policy is to promote responsible use of Social Media as it pertains to nursing education.  
1.3 University technology resources should be used to promote the core mission of the School of Nursing and used in a manner that protects the integrity and performance of our technology resources.  
1.4 Faculty at the School of Nursing accept the responsibility that future nurses need to be educated in how to include social media as part of their practice. It is important that nursing students understand how to interact and collaborate with other members of the health care team using technology and how to guide their patients and their families in the use of social media technology as it pertains to gaining knowledge about their health and finding support from other patients and resources.  
1.5 Advantages of using Social Media can include creating a community of learning, providing opportunities to create new learning spaces and experiences, building an alumni and preparing students for the future.  
1.6 Nursing students will be required to sign a Contract of Social Media Conduct at the beginning of each semester.  

2.0 Definitions  
2.1 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.  
2.2 Electronic Media - Non computing devices, e.g., floppy diskettes, flash memory drives, CDs DVDs, tapes, hard disks, internal memory and any other interchangeable, reusable, and / or portable electronic storage media (1) on which electronic information is stored, or (2) which are used to move data among computing systems/ devices.  
2.3 Podcast- A collection of digital media files distributed over the Internet, often using syndication feeds, for playback on portable media players and personal computers. 
2.4 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 is easier than checking them manually. This is known colloquially as “really simple syndication”.

2.5 **Social Media**- Includes but not limited to blogs, podcasts, discussion forums, on line collaborative information and publishing systems that are accessible to internal and external audiences (i.e Wikis), RSS feeds, video sharing and social networks like MySpace and Facebook.

2.6 **Protected Health Information**- Individually identifiable information (oral, written or electronic) about a client’s/ patient’s physical or mental health, the receipt of health care, or payment for that care. This includes name, date of birth, social security number, date of service, place of service, diagnosis, physical features, ethnicity, and any other personal information.

3.0 **Use of Social Media**

3.1 Students are expected to adhere to all principles of patient confidentiality when participating in social media forums.

3.2 Students are expected to be respectful in all material that is posted on a social media site. This includes the avoidance of material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or to the School of Nursing.

3.3 Students are expected to abide by the law and respect copyright laws. It is critical that all students abide by the copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, videos or other material that is owned by others.

3.4 Students are expected to obtain approval prior to setting up a class social media site.

3.5 It is strongly recommended that students not accept “friend requests” from current or former patients or families of patients.

3.6 Students should be aware that information posted on sites can be forwarded and used by others.

4.0 **Posting on Non Sacramento State University Sites**

4.1 Students must abide by the same patient confidentiality policies when posting on private or non educational sites.

4.2 Students should be careful when expressing views to identify those views as personal and not, necessarily the views of School of Nursing Faculty or Staff.

4.3 Students are expected to conduct themselves in a manner that positively reflects on the Sacramento School of Nursing whenever posting on non university sites. When the student’s Sacramento State School of Nursing affiliation is known or presumed, students are expected to abide by the premise of respectfulness and avoid posting material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or to the School of Nursing.