WSU COLLEGE OF NURSING
SOCIAL MEDIA GUIDELINES

Patients and society trust nurses with their health and lives. Anything you post online in a public forum should honor this trust and uphold the professional standards of nursing. Your words, writings, images, and actions offer a mirror into your professionalism and integrity, now and perhaps far into the future. Current and/or potential employers and professional colleagues will likely use social media to assess you, so use good judgment and be respectful in your communications.

The following applies to the use of social media related to the Washington State University College of Nursing and social networking sites that include, but are not limited to, Facebook, YouTube, Instagram, Snapchat, Twitter, LinkedIn, and blogs. While we attempt to provide reasonable guidelines, as new opportunities and challenges emerge for all of us, these guidelines will evolve.

1. Protect confidential and proprietary information:
   Do not post confidential or proprietary information about WSU College of Nursing students, employees, alumni or people or issues you encounter in your clinical settings. Information related to patient care or clinical work should not be shared on any electronic platform that's not approved by WSU College of Nursing for nursing education. This is especially true in cases where postings related to patient care or clinical work could compromise patient confidentiality or reveal patient identity. All persons must follow the applicable federal requirements such as FERPA and HIPAA regulations. Adhere to all applicable institutional and legal privacy, confidentiality and property policies and laws.

2. Do not post anything that could reflect poorly on the College: It's easy for posts you believed to be private to become public. What's more, the health care community is a well-connected group, and your comments about a certain hospital, doctor, preceptor, or instructor could impact you, and by association, the College of Nursing. Defamation of the College and others is likely a violation of the student code of conduct.

3. Use WSU College of Nursing intellectual properties only with permission:
   No user may establish social networking sites that use the WSU College of Nursing name or logo, or other intellectual properties such as photography, video, artwork, and publications copyrighted to the College, without authorization from the College. It is a violation of social networking site policies to represent an institution without authorization.

4. Disseminating official information:
   The College of Nursing's Communications Office is responsible for posting and publishing online official information on behalf of the College. All employees and students approached by a media representative regarding any matter of College business must refer such inquiries to Addy Hatch at (509) 324-7340, addy.hatch@wsu.edu. The office also welcomes information about professional activities, student accomplishments, innovative courses or teaching strategies, special events, or other developments of potential interest to the media. Having such information on a timely basis helps bring such important matters to public attention.