

	# Pages: 2	Policy Number: AC-03-13
	Approved by: Learning Council	
Section: Title: DPN Use of Social Media	Effective Date: April 23, 2019	
	Replaces: NEW	

POLICY STATEMENT

All students, staff and instructors of the Diploma in Practical Nursing (DPN) program are expected to maintain an acceptable standard of practice with regard to professional boundaries.

PURPOSE OF POLICY

To ensure students, staff and instructors are behaving professionally and practicing care within acceptable guidelines as highlighted in the CLPNM Code of Ethics and the DPN Nursing Code of Conduct and The Personal Health Information Act (PHIA).

Nurses, like other health care professionals, are held to a high standard of confidentiality with respect to all patient information. Professional practice standards regarding confidentiality, therapeutic boundaries and professional image are required when nurses use social media in connection with their professional activities. Nurses are required to conduct themselves within a professional manner when engaging in social media.

Online videos, pictures, comments and text messages can be taken out of context or misconstrued in a manner that would reflect negatively on the student nurse, the program and the profession.

Unprofessional images, breaches of boundaries and defamatory comments are extremely difficult to remove from the public domain once posted or disseminated electronically.

PROCEDURES

Use of Social Media

1. Before sharing personal views, information and images through social media or electronic communication, students, staff and instructors must consider the potential impact.
2. Before posting, replying, or sending any information, a prudent student, staff and instructor will ask:
 - Can this be taken out of context?
 - Can these images or words reflect negatively on me personally and professionally?

- Am I in breach of a professional standard or expectation of the profession?
 - If the student nurse replies 'yes' to any one of these questions, the content is not appropriate and should not be released.
3. Instructors, staff and students will refrain from using social media platforms for course work. Students who include particulars of course work or clinical information on any social media platform could be debarred.
 4. Instructors and staff will not interact with students via any social media platforms.
 5. When engaging with social media and other forms of electronic communication, instructor and students are required, at all times, to comply with the CLPNM's Standards of Practice and Code of Ethics related to communication, ethics, and professionalism.
 6. Instructors and students will be held accountable for conducting themselves in a professional manner that respects the nurse-client relationship, fosters trust, promotes respect for the profession and protects clients' rights to privacy and confidentiality.
 7. Instructors and students must safeguard the boundaries between a professional therapeutic relationship and a non-professional personal relationship. Ways to prevent boundary violation include:
 - Not posting pictures of yourself in a clinical environment
 - Not revealing personal contact details to your clients (cell or home phone number, e-mail address, etc.)
 - Not accepting or requesting friend requests from clients on Facebook or other social media sites
 8. Instructors and students will not involve themselves in harassing, bullying or making negative comments to or about co-students, UCN staff, coworkers and employers at the respective clinical sites (even on personal time).