

## **SOCIAL MEDIA POLICY:**

This policy provides guidance for TNSA's Board of Directors (BOD) for use of social media and other sites and services that permit users to share information with others in a contemporaneous manner.

## **DEFINITIONS:**

Social media consists of websites and applications that allow users to create and share content and to participate in social networking. Social media may include, but is not limited to:

- social networking sites, including Yammer, Facebook, LinkedIn or Google+
- video and photo sharing websites, for example Snapchat, Flickr, Instagram, YouTube and Pinterest
- corporate networking tools, such as SharePoint or Enterprise Jungle
- media sites hosting articles with comments, for example *newshub*
- micro-blogging sites, for example Twitter and Tumblr
- forums and discussion groups, such as *speechbubble*, Google groups or Whirlpool
- wikis, for example Wikipedia
- podcasting sites, for example SoundCloud
- online gaming platforms, for example World of Warcraft or Second Life
- geo-spatial tagging, such as Foursquare and Facebook check-in

## **PROCEDURES:**

The following principles apply to professional use of social media on behalf of Texas Nurses' Student Association (TNSA) as well as personal use of social media when referencing TNSA, NSNA or the Foundation of the NSNA. The Board of Directors needs to know and adhere to the TNSA's Code of Conduct, TNSA Board Orientation Handbook, and other policies/guidelines when using social media about TNSA, NSNA, or the Foundation of the NSNA. The TNSA Board of Directors should be aware of the effect their actions may have on their images, as well as TNSA's image. The information that a member of the BOD post or publish may be public information for a long time. The TNSA Board of Directors should be aware that TNSA may observe content and information made available by BOD member's through social media.

As a member of the BOD, one should use his/her best judgment in posting material that is neither inappropriate nor harmful to TNSA, NSNA, NSNA Foundation, student nurses and nurses, TNSA's employees, or customers. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. TNSA BOD members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, the member of the board should check with the Administrative Director and/or the appropriate TNSA Staff.

Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. TNSA BOD members should refer these inquiries to authorized TNSA spokespersons. If a member of the BOD encounters a situation while using social media that threatens to become antagonistic, the member should disengage from the dialogue in a polite manner and seek the advice of the Executive Director. As well, prior to posting images one should get appropriate permission from the parties involved and should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

Social media use shouldn't interfere with Board of Directors' responsibilities at TNSA. If a member of the board wants to publish content that involves personal beliefs or political involvement associated that could be associated in anyway with TNSA, NSNA, or the Foundation of the NSNA (FNSNA), a disclaimer should be used, such as this: "The postings on this site are my own and may not represent TNSA's, NSNA's, or the FNSNA's positions, strategies or opinions." It is highly recommended that the TNSA BOD keeps TNSA related social media accounts separate from personal accounts.

This policy sets out the rules which must be complied with when using social media. You must comply with this policy. In situations where a board member's online behavior potentially breaches the TNSA Values or the Code of Conduct, the issue will be referred to the TNSA President, Executive Director and consultants for investigation and action. If you are found to have breached this policy, the executive committee may determine that it is appropriate to impose a sanction, which could include dismissal from the TNSA BOD.

**AUTHORIZATION:**

Administrative status is to be granted only to the position of Editor, the position of the President, and the Administrative Director of TNSA, Inc. Administrative status will be granted to the above-mentioned positions for their whole term. Administrative status for the position of Editor and position of President will be transferred from outgoing position holders to incoming position holders when the term for the position is complete. Administrative status for the Administrative Director will be transferred to the incoming Administrative Director in the event the current Administrative Director steps down from their position.

**REFERENCES:**

Tips for Use of TNSA Social Media