

## **AGNA POLICY – Social Media Use (March 15, 2022)**

The AGNA Board has approved the adoption of the following policy on social media use adopted by the CGNA with the following caveat: AGNA adopts the CGNA Social Media Policy that follows with the understanding; whenever CGNA Directors and Delegates are noted, the corresponding AGNA Board of Directors and others Delegated to post on behalf of AGNA will replace those noted from CGNA.

### **CGNA Operating Policy – Social Media Use**

Source: Julie Rubel

Date initiated: October 2021

Date effective: November 2021

Director responsible: Communication

1. Purpose
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#### **1. Purpose:**

The purpose of this CGNA operating policy is to define the process for use of CGNA social media accounts by the Board of Directors, most commonly the Director of Communication and the Association Manager, as well as any person(s) delegated social media responsibilities on behalf of the Board (hereafter referred to as Directors and Delegates). Use of social media, understood broadly for the purposes of this policy, includes social networking sites (current or future), blogs, electronic newsletters, websites, etc.

#### **2. Process:**

The following principles apply to professional use of social media on behalf of CGNA as well as personal use of social media when referencing CGNA.

- Any postings or comments to CGNA social media must reflect the association's vision which is to, "promote excellence in gerontological nursing through leadership, knowledge, and scholarship". Postings and comments should also be in line with CGNA's mission which is, "to address the health concerns of older Canadians and the nurses who participate with them in health care." Finally, any social media postings and comments should follow CGNA Objectives which are to:
  - promote high standards of evidence-informed gerontological nursing practice,
  - provide education programs in gerontological nursing,
  - deliver care to older persons in their preferred cultural context, including Indigenous and other marginalized communities,
  - participate in affairs that promote the health and wellness of older persons,
  - enhance networking opportunities for all nurses,

- conduct and promote gerontological nursing research,
- disseminate the results and engage in knowledge translation activities of gerontological nursing research and best practice,
- advocate the views of CGNA to government, educational, professional, and other appropriate bodies as well as to older persons and their care partners and the general public.
- CGNA Directors and Delegates must be aware of the effect their actions may have on CGNA's image and public credibility. The information Directors or Delegates post or publish becomes public information that may be reproduced and cannot be permanently withdrawn or deleted.
- CGNA Directors and Delegates should use their best judgment in posting material that is neither inappropriate nor harmful to CGNA as an association or to its members or partners.
  - 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 environment.
  - As a regulated health professional, nurses are held to the expectation of professionalism, in both personal and professional online presence, and digital forms of communication. Failure to maintain this may also result in allegations of unprofessional conduct.
- CGNA Directors and Delegates are not to publish, post or release any information that is considered confidential. If there are questions about what is considered confidential, CGNA Directors and Delegates should confirm with the CGNA President.
- As a not for profit organization, CGNA Directors and Delegates are required to remain non-partisan in all social media engagements. CGNA Directors and Delegates may disseminate links to evidence informed policy type documents to CGNA members from national associations such as Canadian Nurses Association. CGNA Directors and Delegates commit that they will refrain from promoting specific political parties or candidates.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. CGNA Directors and Delegates should refer these inquiries to the CGNA Director of Communication who will involve CGNA President and/ or the Association Manager as required.
- If CGNA Directors and Delegates encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice from CGNA Director of Communication and/ or CGNA President.
- CGNA Directors and Delegates should get appropriate permission before referring to or posting images of current or former members or partners. Additionally, CGNA Directors and Delegates should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- It is highly recommended that CGNA Directors and Delegates keep CGNA related social media accounts separate from personal accounts.
- CGNA Director of Communication and Association Manager are responsible for oversight and access to CGNA social media accounts as directed by the Board of Directors.

## Resources

1. International Nurse Regulator Collaborative: Social Media Use: Common Expectations for Nurses (May 2017). Retrieved from <https://inrc.com/112.htm>

This document highlights important considerations for nurses when using social media. CGNA Directors and Delegates, and CGNA members in general, may find the 6 'P's of Social Media Use particularly helpful.

## 6 'P's of Social Media Use

- 1 **Professional** — Act professionally at all times
- 2 **Positive** — Keep posts positive
- 3 **Patient/Person-free** — Keep posts patient or person free
- 4 **Protect yourself** — Protect your professionalism, your reputation and yourself
- 5 **Privacy** — Keep your personal and professional life separate; respect privacy of others
- 6 **Pause before you post** — Consider implications; avoid posting in haste or anger