



ENAO Social Media Standards and Guiding Principles

Confidentiality/Privacy:

- The same principles that guide professional practice should be adhered to within the realm of the professional association. This means that privacy and dignity must be upheld.
- Patient identifiers are not to be used in any manner. Leaving out details when you post information or images does not protect client confidentiality.
- Those who use social media within the association must also recognize that no domain is truly private and that information on the internet cannot be permanently removed. Be aware of your privacy settings and know that even if you use the highest privacy settings, others can copy and share your information without your knowledge or permission.

Integrity/Accountability

- Protect yours and the profession's integrity. Use proper communication channels to discuss, report and resolve workplace/personal issues — not social media. Refer to colleagues or clients online with the same level of respect as you would in the workplace.
- Before you blog, tweet or share information about your practice, reflect on your intentions and the possible consequences. Understand that "liking" someone's disrespectful comments is not much different than making them yourself.
- Make sure you can answer for your actions. Reflect on why, how and when you use social media and help others do the same.
- We do not endorse, support, represent or guarantee the completeness, truthfulness, accuracy, or reliability of any content, or communications hosted by the platforms, nor do we endorse any opinions expressed by the platforms. All content is the responsibility of the person who originated the content.
- ENAO reserves the right to monitor and remove content that is deemed to be potentially offensive, harmful, inaccurate or otherwise inappropriate.

Benefits and risks

- Know the benefits and risks of social media. Build your competence. Know the technology and have the skills and judgment to use it appropriately and ethically.
- Recognize the afore mentioned 'permanence' of the internet – what you post, is there forever.
- Reflect on the intent and possible consequences of your online behaviour — before you blog, post or tweet. Maintain professional boundaries. Just as with face-to-face relationships, you must set and communicate these boundaries with persons online.

Professional image/Expectations in Communication

- Use the same level of professionalism in your online interactions as you do face-to-face. Keep your personal and professional lives separate (CNO, 2016)



The Emergency Nurses Association of Ontario

ENAO's Vision: To represent the Emergency Nursing Specialty in Ontario

- Nurses should be aware that employers and regulators have used social media postings for punitive measures in recent times.
- Be mindful of how words and tone may be interpreted in this context as misinterpretations may arise in the social media context.
- There is no place within the confines of a professional organization for cyber-bullying or bullying. Those whose behavior is not in keeping with that of the represented profession will be provided a warning with inappropriate behavior identified and subsequent occurrences of the identified negative behaviors will lead to termination within private groups moderated by the association.

An excellent summation of personal rules to follow when engaging in social media

6 'P's of social media use (CRNBC)

Professional — Act **p**rofessionally at all times

Positive — Keep posts **p**ositive

Patient/Person-free — Keep posts **p**atient or **p**erson free

Protect yourself — **P**rotect your professionalism, your reputation and yourself

Privacy — Keep your personal and professional life separate; respect **p**rivacy of others

Pause before you post — Consider implications; avoid **p**osting in haste or anger

References:

College of Registered Nurses of British Columbia. (2017). Social Media Use [Website]. Retrieved from <https://www.crnbc.ca/Standards/resources/casestudies/ethics/socialmedia/Pages/SocialMedia.aspx>

College of Registered Nurses of Ontario. (2016). Position Statement: Social Media Use: Common Expectations for Nurses. Retrieved from <http://www.cno.org/globalassets/docs/prac/incr-social-media-use-common-expectations-for-nurses.pdf>