POLICY: The School of Nursing supports the use of social media to reach audiences important to the University such as students, prospective students, faculty, and staff. The University presence or participation on social media sites is guided by university policy.

RATIONALE: This policy applies to School of Nursing students who engage in Internet conversations (formal or informal) for school related purposes, or school related activities such as interactions in or about clinical and didactic course activities. Distribution of sensitive and confidential information is protected under HIPAA and FERPA, whether discussed through traditional communication channels or through social media.

Social media are defined as mechanisms for communication designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media is commonly thought of as a group of Internet-based applications that are built on the ideological and technological foundations of the web that allows the creation and exchange of user-generated content.

Social media platforms may include (but are not limited to) the following:
- Blogging – Blogger, LiveJournal, Xanga
- Microblogging – Dailybooth, Foursquare, Google Buzz, Posterous, Tumblr, Twitter, Instagram, Snapchat
- Podcasting – Blubrry
- Social networking – Bebo, Facebook, Google+, LinkedIn, MySpace, Orkut
- Social news sharing – Digg, Reddit
- Social bookmarking/social tagging – Delicious, Diigo, Google Reader, StumbleUpon
- Video hosting – Vimeo, YouTube

While this policy may need to be modified as new technologies and social networking tools emerge, the spirit of the policy will remain as follows: the protection of sensitive and confidential information. Social media often spans traditional boundaries between professional and personal relationships and thus takes additional vigilance to make sure that one is protecting personal, professional, and university reputations.

PROCEDURE:
I. Violations of patient/client privacy will be subject to HIPAA procedures/guidelines and consequences.
II. Students who share confidential or unprofessional information do so at the risk of disciplinary action including failure in a course and/or dismissal from the program.
III. Each student is legally responsible for individual postings and may be subject to liability if individual postings are found defamatory, harassing, or in violation of any other applicable law. Students may also be liable if individual postings include confidential or
copyrighted information (music, videos, text, etc.). Students in violation will be subject to UNLV’s Student Conduct Code regulations.

UNLV School of Nursing Social Media Policy is adapted with permission from:
- Social Media Policy, Student Handbook of Purdue University School of Nursing
- National Student Nurses’ Association, Inc: Recommendations For: Social Media Usage and Maintaining Privacy, Confidentiality and Professionalism

Approved by Student Affairs Council: 1/12/15, 2/13/17
Approved by Faculty Organization: 1/26/15, 2/27/17
Approved by Dean: 1/26/15, 2/27/17