



AANN Social Media Policy

AANN understands that social media can be a fun and rewarding way to share your professional work, personal life, and opinions. However, use of social media may present certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all AANN social media participants, including members and volunteer leaders.

This policy is intended to guide the American Association of Neuroscience Nurses (AANN)'s management of social media tools in a manner consistent with AANN's objectives, goals, and strategies. In particular, it provides guidelines for individuals serving in AANN volunteer leadership positions, including, but not limited to, officers, directors, committee members, and Special Focus Group (SFG) facilitators who utilize online resources for sharing content among users, such as discussion groups, and accounts on various social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and YouTube (collectively, "Social Media Sites").

AANN Participation on Social Media Sites

AANN will carefully and responsibly sponsor and participate in Social Media Sites, while protecting the organization's and members' best interests. The Sites are maintained by staff and supervised by the Executive Director. The objectives of the social networking strategy are to:

- Leverage Social Media Sites to add value to AANN membership.
- Build AANN's brand within the profession and with the public.
- Inform and educate the public about neuroscience nursing and the value they provide to the medical community and general public.
- Utilize Social Media Sites for recruitment and retention of AANN members.

Posting on Social Media Sites

AANN social media participants, including members and volunteer leaders, are asked to follow these guidelines when posting on Social Media Sites:

- The AANN President and Executive Director are authorized to speak on behalf of AANN and the Board of Directors. Unless expressly authorized by the AANN Executive Director, no other person or entity may speak or act for AANN or Board of Directors.
- Officers and directors shall not disclose information about AANN's decisions or



activities unless the matter has been made public.

- Only the Board of Directors, or its designee, may issue statements or adopt positions (public or otherwise) on behalf of AANN.
- No AANN volunteer leader may use his or her Board title or other designation (e.g., Vice President, committee chair, SFG Facilitator, etc.) in any communication posted on a Social Media Site without the express written consent of the AANN Executive Director.
- No AANN social media participants, including members and volunteer leaders, may establish a Social Media account that uses the AANN name or logo without the prior written consent of the AANN Executive Director.
- AANN Social Media Sites are not to be used for posting commercial messages advertising or selling goods or services or for any illegal purpose.
- AANN does not endorse, oppose, or contribute to political candidates.
- Except when otherwise authorized to speak for AANN, if the content of posts by volunteer leaders who participate on Social Media sites (including personal blogs) could be misconstrued in any way to represent the opinions of AANN, then they must make it clear that the opinions they express are solely their own.
- All AANN social media participants, including members and volunteer leaders, are required to follow the guidelines in this Social Media Policy.

Best Practices on Social Media Sites

- AANN social media participants, including members and volunteer leaders, should be aware that intellectual property rights apply when posting on Social Media Sites. The prudent approach when referencing an article, study, image etc. is to share a link to the material, rather than copying it.
- Intellectual property rights apply to postings on Social Media Sites. Thus, social media participants should not post or distribute files, articles, images, or other information subject to trademark, copyright, or other proprietary rights, except with the express consent of the owner of the rights. For example, one should not copy the text of a newspaper story and post it on a Social Media Site, even if the individual doing the posting is the subject of or otherwise featured in the copied work. The prudent approach is to share a link to the material, rather than copying it.



- A nurse retains his or her identity as a medical professional regardless of the Social Media Site to which he or she elects to post information. Thus, anything posted, including articles shared online, products liked or followed on a Social Media Site, or answers to simple questions, can be perceived as medical advice or an endorsement. When sharing online, even by reposting or retweeting something that someone else has shared, it is important to provide context about what is posted and why.
- On some Social Media Sites, patients may be among the nurse's fans, followers or friends, and they may ask questions. Even answers to simple questions from patients and non-patients can be viewed as medical advice. If one is not sure whether a public post could be construed as medical advice, refrain from posting it. Because nurse-patient relationships may be created online, those who feel compelled to post an opinion or comment should include a disclaimer to the effect that the post: (i) is offered for informational purposes only; (ii) is not medical advice or a practice guideline; and (iii) does not establish a provider-patient relationship. Be mindful of the line between providing information and engaging in advertising or professional solicitation, both of which are regulated activities.
- It is important to be familiar with and follow the rules of Social Media Sites. What is allowed on one site may not be permitted on another, even if the sites are similar. Volunteer leaders also should remember that everything they post has the potential to reflect on them, their image, AANN, and its image.
- Anonymous postings are not consistent with the professional level of dialogue expected. Therefore, volunteer leaders should not falsely portray themselves as anyone else.
- All AANN social media participants, including members and volunteer leaders, should exercise both common sense and courtesy in the messages they transmit on Social Media Sites and should not use those sites to transmit defamatory, obscene, and otherwise offensive communications, including, without limitation, any discriminatory statements regarding gender, race, religion, nationality, or sexual orientation.
- It is important to recognize that deleting a post from a Social Media Site does not necessarily erase it, even if it is no longer visible on the screen. Volunteer leaders should assume that everything posted exists in perpetuity. That said, if one accidentally posts something, the post should be taken down and, if appropriate, the mistake should be acknowledged.
- AANN social media participants, including members and volunteer leaders, who are unclear about the appropriateness of a post or comment to be published



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online should review this Policy for guidance and, if they still have questions, contact the AANN Executive Director for clarification.

- AANN reserves the right to delete posts and entries of AANN social media participants, including members and volunteer leaders, on all AANN Social Media Sites.

Social Media Public Comment Policy

Thank you for being a fan of AANN social media channels. AANN participates in social media in order to engage individuals and organizations in association and neuroscience news.

While we encourage our members and supporters to share thoughts and opinions on AANN's social media pages, we expect that this will be done in a respectful manner.

AANN does not agree with or endorse every comment that individuals post on our pages. Our goal is to share ideas and information with as many individuals as possible and our policy is to accept the majority of comments made to our profiles.

A comment will be deleted if it contains:

- Hate speech,
- Profanity, obscenity or vulgarity,
- Nudity in profile pictures,
- Defamation to a person or people,
- Name calling and/or personal attacks,
- Comments whose main purpose are to sell a product,
- Comments that infringe on copyrights,
- Spam comments, such as the same comment posted repeatedly on a profile,
- Other comments that the AANN staff deems inappropriate.

All links posted as comments on AANN posts will be reviewed and may be deleted.

Repeated violations of the AANN comment policy may cause the author to be blocked from our social media profiles.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.



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Other Social Media Resources

National Council of State Boards of Nursing (NCSBN)

- [Social Media Guidelines for Nurses Video](#) Social media use is ubiquitous, but inappropriate posts by nurses have resulted in licensure and legal repercussions. NCSBN has developed guidelines for nurses and nursing students for using social media responsibly. Key points of these guidelines are summarized, along with dramatization of potential scenarios of inappropriate social media use.
- [A Nurse's Guide to the Use of Social Media Brochure](#) This brochure is designed to help both new and experienced nurses understand how social media can be properly used in the profession without breaking patient privacy and confidentiality laws.
- [A Nurse's Guide to the Use of Social Media White Paper](#) NCSBN's Disciplinary Resources Committee studied the increasing use and misuse of social media in health care.

American Nurses Association (ANA)

- [Social Media Networking for Nurses](#) These 4-color, glossy 3.5" X 6.75" tip cards provide 6 essential tips for nurses to follow when engaging in social media networking.

Please contact info@aann.org with any questions about the social media policy.