

National Council of State  
Boards of Nursing (NCSBN®)

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*Advancing  
Regulatory  
Excellence  
Worldwide*



# NCSBN Social Media Guidelines and Resources

NCSBN Webinar

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Services



*National Council of State Boards of Nursing*

# Introduction

The purpose of this session is to introduce member boards to the NCSBN portfolio of social media resources

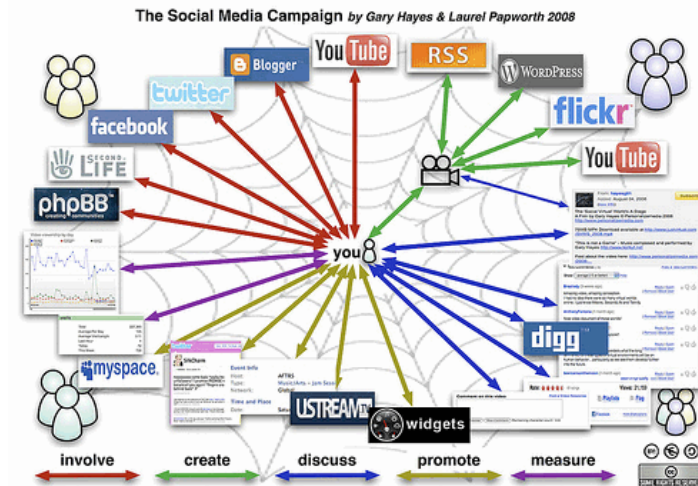
# Background: Changing Times

- Blogs
- Twitter
- Facebook
- Cell phone cameras
- Posts on forums
- Skype
- Etc.



# The Extent of Social Media

- More than 110 billion minutes on social networks and blog sites per month.
- More than 22 percent of all online time.
- Facebook boasts more than 500 million members.
- 38 million business people from more than 200 countries have joined Linked-In.



# Changing Times in Nursing

## Headlines

“Nurses Fired Over Cell Phone Photos of Patient”  
ER nurses took photos of an x-ray of an  
intimate body part...

And posted it on her Facebook page!

# Changing Times in Nursing

## Headlines

“Nurses Snapped Photos of Dying Man and Posted on their Facebooks”

# Changing Times in Nursing

## Headlines

“Hospital Worker Fired over Facebook Comments about Patient”:

***“I hope he rots in Hell!”***

# Social Media Can Benefit Health Care

- As of May 2011, 965 U.S. hospitals were using social networking.
- National Association of Clinical Nurse Specialists – Linked-In.



# Examples in Health Care



- Smart phones for downloading information, contacting nurses at work, etc.
- Surgeon's use of Twitter in double-hand transplant case

# NCSBN's White Paper on Guidelines

Disciplinary Resources Committee Charge:

Develop guidelines for social and electronic media to protect patient privacy.

# Committee Process

- Reviewed the literature
- Surveyed member boards
- Accessed others' guidelines
- Took middle ground approach
- Approved by Board of Directors in May 2011
- Collaborated with ANA



# Survey Results

- 33 of 46 boards reporting had complaints
- 26 took disciplinary actions
- Board actions:
  - ✓ Letters of concern
  - ✓ Censuring the nurse
  - ✓ Conditions on the license
  - ✓ Suspending the license

# Polling Question



***Has your board received  
complaints about social media  
issues?***

# Privacy Issues



Defined: Right of a person to be free from intrusion into matters of a personal nature.

- Treating patients with dignity and respect.
- Posting about patients.
- Can be intentional or unintentional.

# Confidentiality

Differs from privacy; deals with unauthorized access to data.

- Patient charts
- Can be shared with patient consent or by legal requirements



# HIPAA Violations

- HIPAA Standards in 1996 (federal)
- Protects privacy and confidentiality
- Examples: posting photos on Facebook



# Other Consequences

- Civil penalties – fines
  - ✓ Defamation of character
  - ✓ Invasion of privacy
  - ✓ Harassment
- Criminal penalties – jail time
- Employer - fired



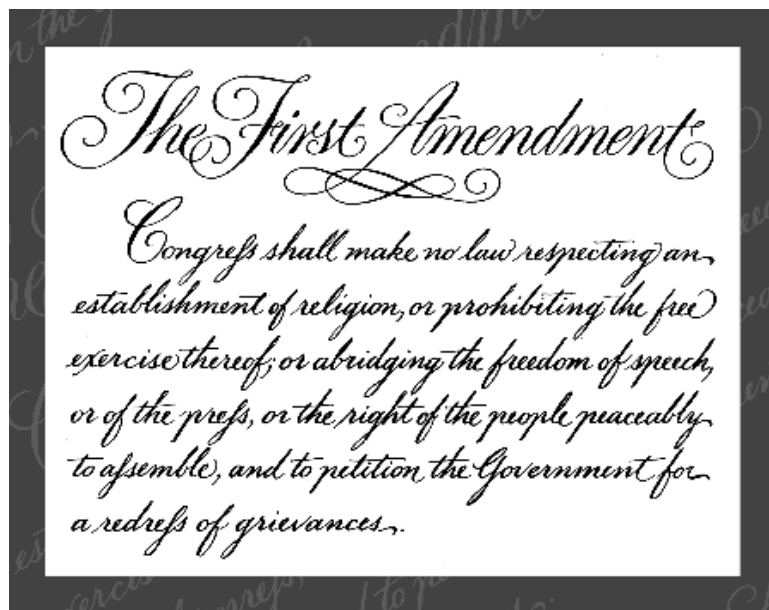
# Effect on Team-based Care

- Lateral violence
- Cyber bullying



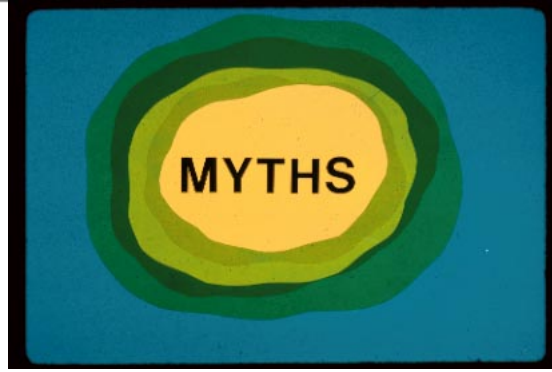
# Still Being Determined:

- Labor laws
- First Amendment right to free speech



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## Common Myths

- Communication is accessible only by the intended recipients.
- Content that can be deleted is no longer accessible.
- Disclosing private or confidential information is harmless if only accessed by the intended recipient.

# Common Myths

- De-identifying patients is acceptable.
- Confusion between patient's right to disclose and the need for nurses to refrain from disclosing.
- Blur of nurse's personal and professional life.

# Guidelines

1. Recognize obligation to maintain privacy and confidentiality.
2. Don't disseminate information that will degrade or embarrass the patient.
3. Don't transmit patient related information

# Guidelines

4. Do not post information that could reasonably identify the patient.
5. Do not refer to patients in a disparaging manner.
6. Do not take photos or videos of patients, unless authorized.

# Guidelines

- 7. Maintain professional boundaries.
- 8. Consult employer policies.
- 9. Report breaches of confidentiality or privacy.



# Guidelines

10. Be aware of employer policies on the use of computers, cameras, etc.
11. Do not post disparaging remarks about coworkers.

# Polling Question



***Did you know that NCSBN has a brochure on social media that is available for free to anyone who orders it?***

Education

[Approval/Accreditation](#)

[Curriculum for  
Medication Assistants](#)

[Evidence-Based  
Nursing Education](#)

[Education Papers &  
Publications](#)

[Innovations in Nursing  
Education](#)

[Social Media  
Guidelines](#)

[Licensure](#)

[Practice Initiatives](#)

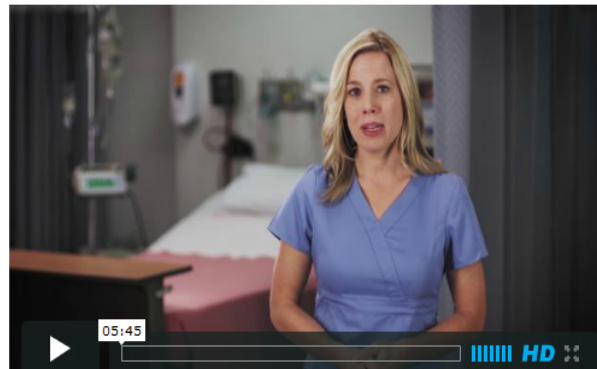
## Social Media Guidelines



The use of social media and other electronic communication is expanding exponentially as the number social media outlets, platforms and applications available continue to increase. Individuals use blogs, social networking sites, video sites, online chat rooms and forums to communicate both personally and professionally with others. Social media is an exciting and valuable tool when used wisely. The very nature of this medium however can pose a risk as it offers instantaneous posting opportunities that allow little time for reflective thought and carries the added burden that what is posted on the Internet is discoverable by law even when it is long deleted.

Because of inappropriate use of social media, some nurses have lost their jobs, been disciplined by the Board of Nursing, been highlighted in national media, been a target of lawsuits, and been criminally charged. What do nurses need to know so that they can use social media, both personally and professionally, without worrying about repercussions? NCSBN has developed some [guidelines for using social media responsibly](#).

NCSBN is thrilled to announce that they have collaborated with the American Nurse's Association (ANA) on the professional use of social media. [NCSBN has endorsed ANA's principles of using social media, and ANA has endorsed NCSBN's guidelines](#). ANA and NCSBN recently hosted a collaborative Webinar and they are planning further collaborative efforts to get the word out about using social media appropriately without harming patients.



### Key Resources

- [Social Media White Paper](#)
- [Article in the Journal of Nursing Regulation](#)
- [Professional Boundaries Brochure](#)
- [Respecting Professional Boundaries Course](#)
- [Presentation to the National Student Nurses Association](#)
- [Presentation to the University of Chicago](#)



**NEW!**

### Social Media Brochure

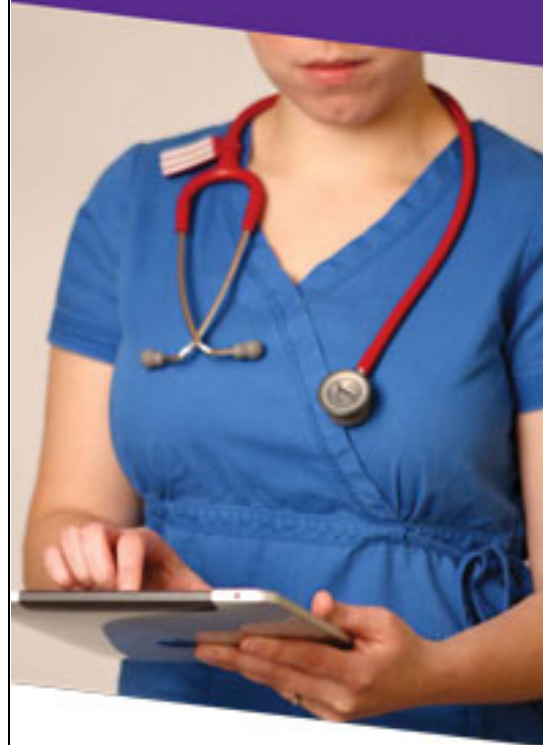
[Download or order](#) your Social Media Brochure.

### Questions?

Please contact NCSBN's

[Regulatory Innovations department](#) for questions.

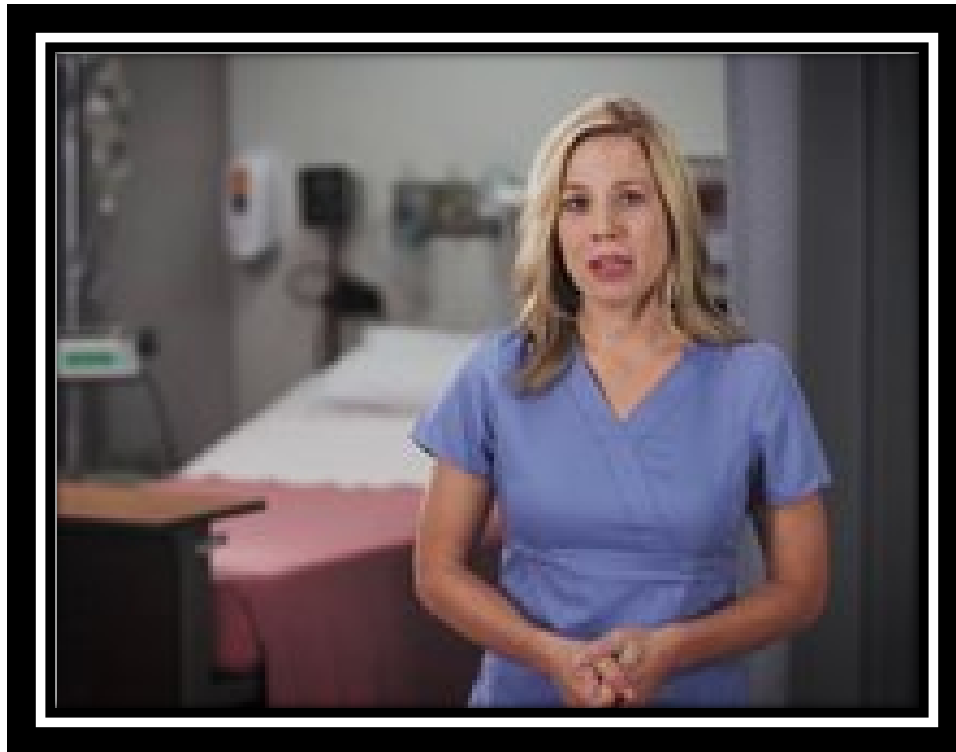
## A Nurse's Guide to the Use of Social Media



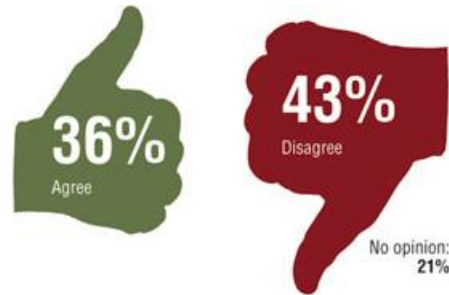
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# Social Media Video



# Polling Question

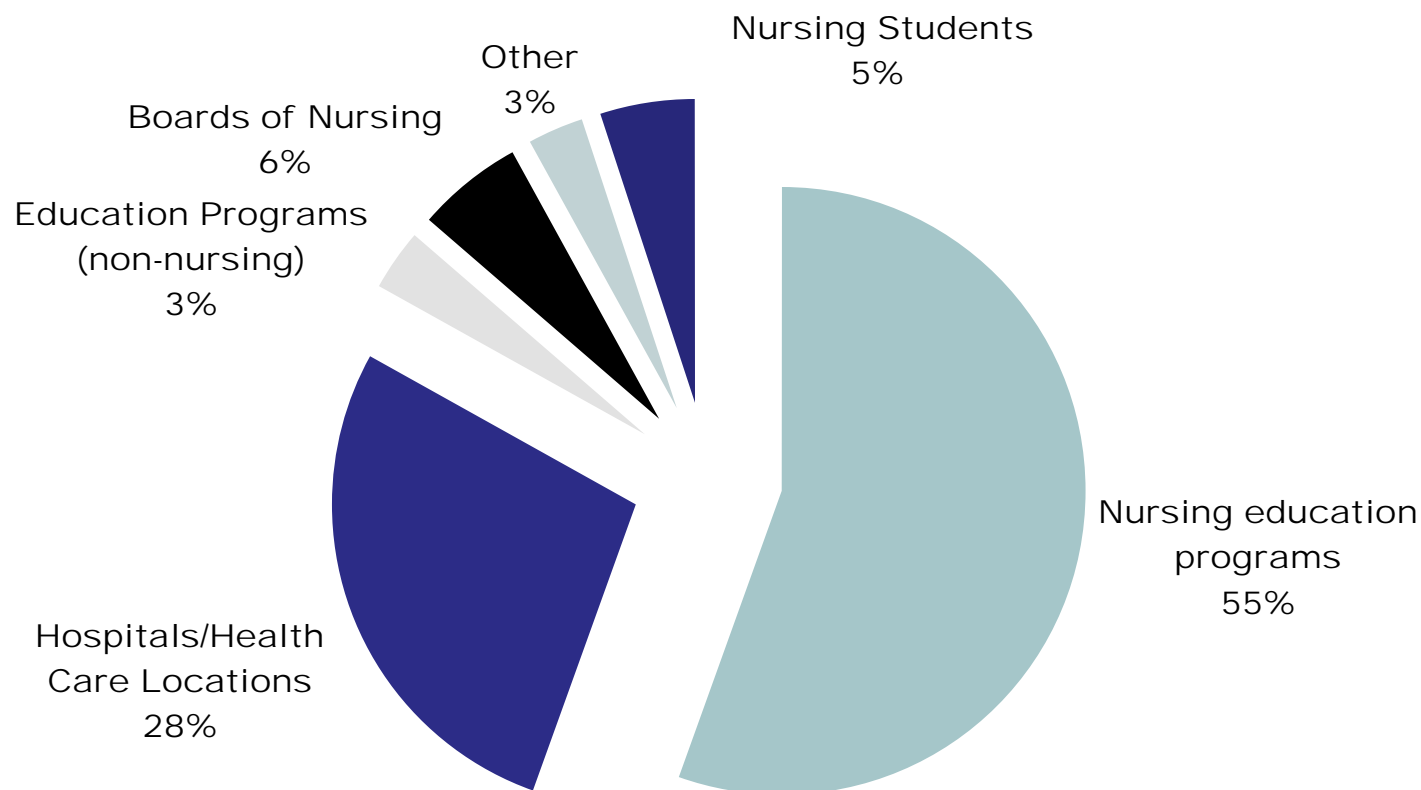


***Has your board utilized any of the social media resources such as brochures, white papers, etc.?***

# Marketing Metrics

- Between Jan. 1 and Feb. 24, 2012, NCSBN has sent out **36,519** social media brochures.
- The social media video has been viewed on YouTube **7,414** times.

# Brochure Distribution





# Finding Social Media Resources on ncsbn.org

NCSBN.org > Navigation bar @ page top  
Nursing Education, Licensure, Practice >  
Education > Social Media

<https://www.ncsbn.org/2930.htm>

# Polling Question



***Has your board started to  
revise policies based on the  
NCSBN social media  
guidelines?***

# Questions



# NCSBN Contact Information

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