



Canadian Society of Gastroenterology Nurses & Associates
Société canadienne des infirmières et infirmiers en gastroentérologie et travailleurs associés

Title: Social Media Policy

Revision date:

Approval date:

1. Purpose

The purpose of this social media policy (the “**Policy**”) is to foster professional networking, promote timely communication, and expand the nursing knowledge base among members and associates of The Canadian Society of Gastroenterology and Associates (the “**CSGNA**”).

2. Applicability

This policy applies to all directors, chapter executive, members and associates of the CSGNA.

3. Social Media Defined

Social media is a form of publication that is freely accessible and is not a private activity. Social media includes but is not limited to: social networking sites (Facebook, Myspace, Foursquare, LinkedIn), micro-blogging sites (Twitter), blogs (association, personal blogs and comments), video and photo sharing websites (You Tube and Flickr), forum and discussion groups (Google Groups, Yahoo), and online encyclopedias.

4. Objectives

- 4.1 To establish a guideline by which members and associates can conduct responsible, constructive social media engagements in both official and unofficial capabilities.
- 4.2 To promote a safe, common environment to share subject matter expertise.

5. Guiding Principles

- 5.1 The CSGNA trusts and expects its membership will exercise personal and professional responsibility when using social media and will not violate the trust of others or use the CSGNA social media page for any personal gains or in a manner that misrepresents the association.

- 5.2 The CSGNA believes in transparency and honesty. When representing CSGNA use your real name. Don't post information that will breach your own privacy.
- 5.3 Information posted using social media must be relevant to the CSGNA's strategic direction, mission and value system.
- 5.4 Members and associates that post any information that is illegal, obscene, false, and harassing in nature will be subject to disciplinary action (banned from site, loss of membership). Inappropriate use can be reported to the President or President Elect of the national board.
- 5.5 The use of CSGNA branding/logos and publications cannot be used for personal use without permission from the national board or the publisher.
- 5.6 When posting content, be respectful of other members, associated members and the relationships CSGNA has without outside companies, associations, and other communities of practice.

References

- American Nurses Association (n.d.). ANA and NCSBN unite to provide guidelines on social media and networking for nurses.
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- Card, N., & Pinczuk, N. (2012). What happens on facebook... doesn't always stay there: creating a social media policy for your ministry. *Canadian Council of Christian Charities*, 2, 1-5.
- Government of Alberta (n.d.). Government of Alberta social media policy- web 2.0 policy.
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