

**York University – School of Nursing  
Undergraduate Programs**

**Policy – Social Media**

<b>Title:</b> Social Media Policy	
<b>Document Number:</b>	<b>File Name:</b>
<b>UPC Review &amp; Approval Date:</b> September 03, 2021	<b>Executive Committee Date:</b> September 08, 2021
<b>SON Council Decision Date:</b> October 26, 2021	
<b>Effective Date:</b> October 26, 2021	<b>Evaluation Period:</b> 2 years
<b>Rationale and Purpose:</b> This policy describes the required social media behaviours to be demonstrated by York nursing students in all learning environments. Nursing students are expected to demonstrate a high degree of professionalism in all forms of electronic-based communication activities. Communication behaviours must be collegial, respectful of diversity and consistent with the York University Code of Student Conduct and current Canadian information-related standards related to privacy and confidentiality.	
<b>Responsibility:</b> Nursing students are responsible for adhering to the York University and SON social media policies by behaving in a way that does not harm or threaten to harm another person's physical or mental wellbeing ( <a href="https://oscr.students.yorku.ca/csrr">https://oscr.students.yorku.ca/csrr</a> ). Students should also demonstrate behaviours that are reflective of the professional standards described in the CNO, C.N.A. documents.  In cases of breaches of this policy, each student is expected to assume accountability for their behaviour and willingness to accept remedial consequences.  CDs & CCDs are responsible for informing students of these behavioural expectations and following up on policy breaches.	
<b>Actions:</b>  <b>York BScN program nursing students are required to adhere to the following:</b> <ul style="list-style-type: none"><li>• Use respectful language when communicating through videoconferencing, email, phone, text, and social media in general.</li><li>• Students must refrain from posting derogatory or slanderous comments about the University, School of Nursing, faculty, staff, administration, patients/clients and other students on social media.</li></ul>	

- All faculty teaching/learning material is the sole property of the course director. Unless otherwise stated, academic materials such as powerpoint slides, exams, quizzes, tests and course outlines posted on social media will be considered as a violation of academic honesty (<https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>).
- Third party copyrighted educational materials such as book chapters, journal articles, or videos that have been licensed for use in a particular course cannot be copied for distribution (e.g. uploading to a commercial third party website). This is a violation of Copyright Law and as such is subject to the York academic honesty policy.
- York University's logo cannot be posted on a non-university social media site.
- Sensitive information is to be respected and students should not share any information that is not public knowledge or may result in harm (financial, reputational, physical, legal, regulatory, etc.) to individuals, clinical partner institutions, and/or the University.
- When using University electronic resources for professional or personal social media use, student must adhere to University policies and guidelines <https://lthelp.yorku.ca/9https://www.yorku.ca/secretariat/policies/policies/computing-and-information-technology-facilities-senate-policy/>.
- Student must follow all clinical agency social media policies and expectations during placements.
- Students are not permitted to post patient/client health information (private or confidential content) on social media sites (i.e., private or public pages). Even if the client identifiers are removed, posting any client/family related information is prohibited.
- Images of clients or agencies must not be posted on social media. This is a violation of privacy legislation (Personal Health Information Protection Act, 2004) <https://www.ontario.ca/laws/statute/04p03>.
- Students must refrain from posting any comments about clinical sites, clients, co-workers, or other students on social media sites or posting audio or video recordings without valid written permission from the individual or from the site management. This includes, but is not limited to, comments that are threatening, harassing, profane, obscene, sexually explicit, racially derogatory, homophobic, express personal bias or are otherwise offensive.
- Accessing agency computers for the purpose of social networking is prohibited.

### **Policy Breach Review Process:**

The School of Nursing will initiate a professional behaviour review of a potential breach of the Social Media Policy. The Student Professional Behaviour Review process will be initiated by the School of Nursing Undergraduate Program Director/Coordinator or designate. The review process will be guided by the SON Professional Behaviour and the York University Student Code of Conduct, Rights and Responsibility Policies.

The following actions and outcomes include:

- Determine the type of social media policy breach: academic (e.g. posting test questions) or nursing student professional behaviour breach (e.g. posting patient sensitive information).
- If a breach has occurred and a review of the York Code of Student Rights and Responsibilities determines that no action is required other than remedial educative measures then no official record will be kept.
- If a breach has occurred that is considered to be severe and warrants the imposition of conditions on the student program progression, this may include failure in the course or potential involuntary withdrawal from the program.
- Initiation of the Professional Behaviour Review process may also occur.
- In the case of a severe breach, whether it would potentially jeopardize the student's eligibility for CNO registration is considered.
- No breach has occurred- no permanent records will be retained.

## References

College of Nurses of Ontario. (2019) Code of conduct. Retrieved from:

[https://www.cno.org/globalassets/docs/prac/49040\\_code-of-conduct.pdf](https://www.cno.org/globalassets/docs/prac/49040_code-of-conduct.pdf). Author

College of Nurses of Ontario. (2016). International nurse regulators social media use: Common expectations for nurses. Retrieved from:

<https://www.cno.org/globalassets/docs/prac/incr-social-media-use-common-expectations-for-nurses.pdf>. Author.

College of Nurses of Ontario. (2013). Social media: Reflect before you post. Retrieved from: <https://www.cno.org/en/learn-about-standards-guidelines/educational-tools/webcasts/social-media-reflect-before-you-post/>. Author

York University. (2017). Academic honesty, Senate policy on. Retrieved from:

<https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>

York University. (2008). Student professional behaviour policy (BScN). Retrieved from:

<https://secretariat-policies.info.yorku.ca/policies/student-professional-behaviour-policy-bscn/>

York University Code of Student Conduct Rights and Responsibilities (2021) retrieved from <https://oscr.students.yorku.ca/csrr>