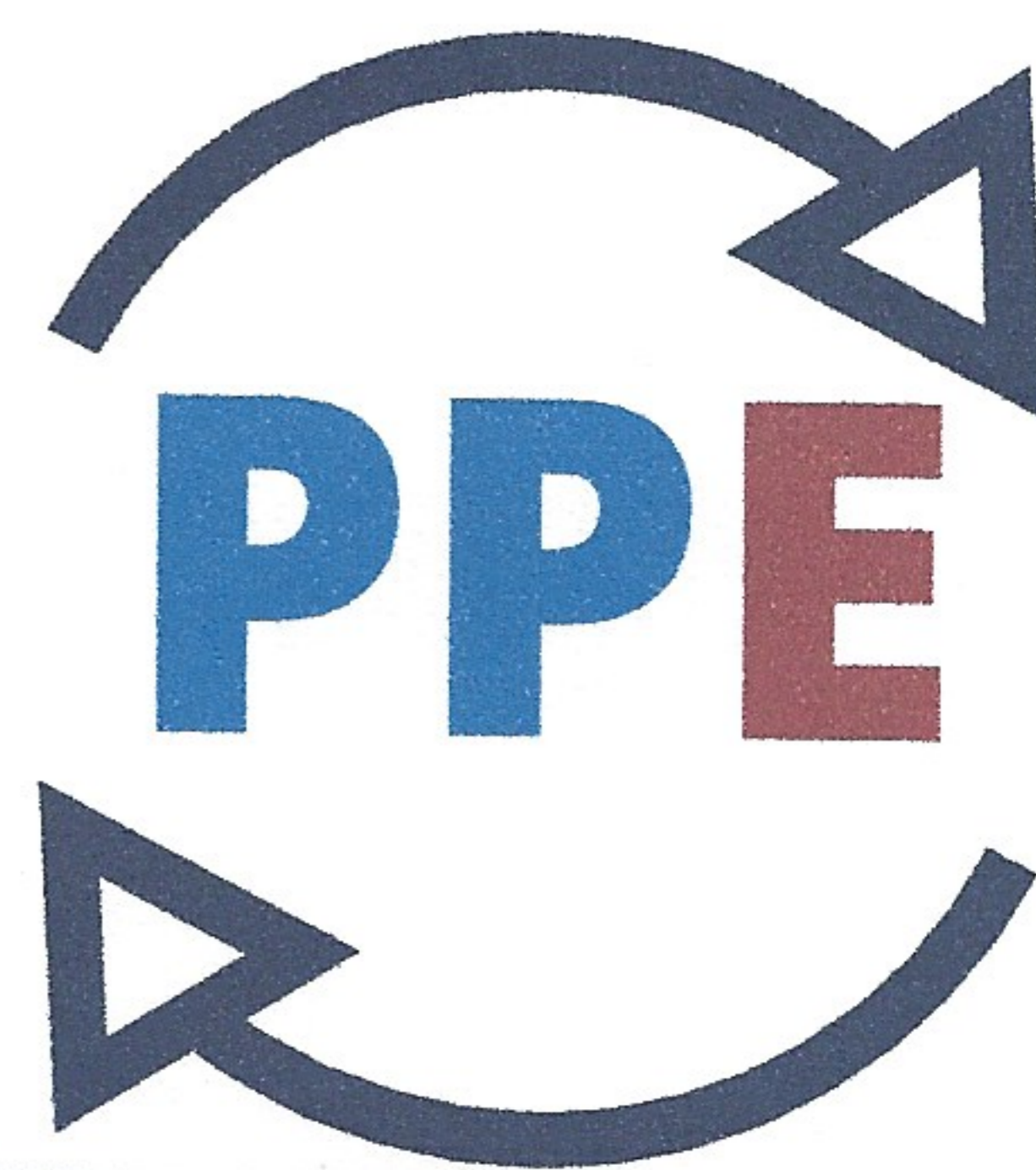


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To Post or Not to Post? - Appropriate Social Media Use

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Social media is a beneficial tool, but there are some principles that nurses must keep in mind to reduce risks to members of the public and meet accountabilities to the CNO and their employer. Nurses are expected to practice and conduct themselves in a manner that meets legislative requirements and upholds professional standards, as outlined in their code of conduct. It is imperative that their actions maintain public confidence in the nursing profession and do not reflect negatively on their professional image, colleagues, or workplace, while also ensuring the confidentiality. Adhering to the code, nurses are required to collaborate respectfully with the healthcare team to address clients' needs and demonstrate professionalism by treating all team members with respect, even on social media platforms.

Additionally, there are KHSC policies on social media use, corporate communication and media interactions. Policy Number 01-151 speaks to the use of social media when a person is away from work and the person's KHSC affiliation is identified, known or presumed social media actions bring the hospital's reputation and people working and learning at the hospital into disrepute, or otherwise affect the employment relationship at the organization. Policy 07-010 Corporate Communication and Media Relations speaks to all internal and external communications on behalf of the hospital must be coordinated by the Strategy Management and Communications department. This encompasses various channels such as the hospital's websites, social media platforms, publications, and advertising, ensuring alignment with the hospital's corporate image, mission, vision, and values. When using social media the "6 P's" from the International Nurse Regulator Collaborative Position statement/ CNO reference document is a helpful guide:

6 'P's of Social Media Use

Professional — Act professionally at all times

Positive — Keep posts positive

Patient/Person-free — Keep posts patient or person free

Protect yourself — Protect your professionalism, your reputation and yourself

Privacy — Keep your personal and professional life separate; respect privacy of others

Pause before you post — Consider implications; avoid posting in haste or anger

PPES CAN BE ACCESSED FROM THE PROFESSIONAL PRACTICE PAGE ON
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