



American Pediatric Surgical Nurses Association Inc.

Safety and Excellence in the Surgical Care of Children

POLICY AND PROCEDURE

PAGE: 1 of 3	REPLACES POLICY DATED: N/A
EFFECTIVE DATE: September 1, 2016	APPROVED BY: APSNA BOD 2023-2024
NEXT REVISION: June, 2026	
POLICY DESCRIPTION: Social Media Policy	
REVIEWED: 11/23	REVISION: 6/20, 6/23

STATEMENT OF POLICY: Social media and online collaboration is fundamentally changing the way we work, offering new ways to engage with visitors, colleagues, and the world at large. Social media offers opportunities to share information about our profession and our organization, to communicate directly with members and other health care providers, and to be part of the online conversation about important developments in our field. However, social media is a very public form of mass communication and with that comes new responsibilities. Communicating online is an important part of the American Pediatric Surgical Nurses Association's, Inc. (APSNA) face to the public. This policy shall be aligned with APSNA's mission and vision statement.

- I. **Purpose:** APSNA uses social media to highlight its own material, including programs, blogs, new content to the Web site, reports and other resources. Posts from APSNA include content from trusted sources that promote outside resources.
- II. **Procedure:**
 - A. Who May Post –
 1. Two APSNA administrators will have access to the login, password, and page management/monitoring information. APSNA's Executive Committee identifies and grants authorization to these two administrators. Authorized personnel will follow the APSNA Code of Conduct and Conflict of Interest Policy.
 2. Contracted marketing company, if using, will have access to the login, password, and page management/monitoring information.
 - B. Guidelines for Posts:
 1. Posts must be professional and respectful to APSNA's members, customers, products, events, partners and colleagues.
 2. Posts must add value and provide useful information to APSNA's members, visitors and colleagues.
 3. Posts will be made 3 to 5 times per week to keep readers up to date on APSNA's news and events.
 4. APSNA will link to other sites, articles, blogs, and media on the same topic when the site is deemed appropriate.
 5. Posts will respect ownership of intellectual property. Reference to a copyrighted story, text, video and/or photos will have a link to its entirety or posted reference.
 6. Posts will maintain member's privacy. APSNA will not identify members without prior authorization.
 7. Posts will comply with the [Brand Identity Policy](#).

8. Posts will be compliant with the Health Insurance Portability and Accountability Act (HIPAA) standards to ensure the confidentiality and security of patient's protected Health Information (PHI).
 9. APSNA encourages reader responses and comments to our social media postings. However, not all reader commentary is fit to print. APSNA will not allow:
 - a. Posting of spam, advertisements, or comments that merely link to another website.
 - b. Posting of any comment that is obscene or offensive.
 - c. Posting of any comment that reveals confidential APSNA business or proprietary information.
 - d. Posting of any patient information not compliant with HIPAA guidelines.
 - e. Postings will not engage in arguments through social media comments.
 - f. Complaints about APSNA will be redirected to the appropriate member for direct handling of situation.
 - g. APSNA reserves the right to take action if posts are deemed abusive, destructive, harmful, or threatening to others. The appointed authorized APSNA Social Media Administrator(s) and contracted marketing team may remove comments in violation of these terms.
 10. Sponsorship opportunities are available on APSNA's social media sites; interested parties will be directed to the Sponsorship Page on the APSNA Webpage.
- C. Guidelines for Online Posting on Personal Social Media Pages
1. APSNA members are legally responsible for content posted to the Internet, in a blog, social media site, or otherwise. You can be held personally liable for defaming others, revealing confidential information, violating HIPAA Guidelines, and copyright infringement, among other things.
 2. If, in the process of making a personal post or upload on the Internet, you identify yourself as an APSNA member, whether by explicit statement or by implication, you must clearly state that the views expressed in your post, or at your blog, social media page, or website, are your own, and do not reflect the views of APSNA.
 3. APSNA members may not use APSNA's logos, copyrighted material, branding, or other intellectual property in a way that violates intellectual property law.
- D. The current Social Media outlets APSNA endorses are as follows: LinkedIn, Facebook, Twitter, YouTube, and Instagram. Additionally, social media outlets may be available, but requests for APSNA representation will be approved by the Executive Committee.