

Title: Social Media Policy	Origination Date: 11/2016
Approved by: Michigan State Council Executive Board	Approval Date: 11/2016, 7/2022
Revised by: Michigan State Council Executive Board	Next Revision Date: 7/2026

I. PURPOSE:

A. The purpose of the social media policy is to support participation in online communities can promote better communication with Michigan ENA colleagues and customers, the general public, traditional and non-traditional media, and other community stakeholders. Such participation may include, but is not limited to, postings in online forums, blogs, FOAM, Social Media (Facebook, LinkedIn, YouTube, Twitter, Instagram, TikTok, etc.), and other online forums.

B. Communications produced by Michigan ENA members or volunteers on behalf of Michigan ENA in the online community must be consistent with Michigan ENA policies, including the current Bylaws. Uses of Michigan-sponsored online communities must be appropriate, and communications must be accurate. This policy is applicable while utilizing Michigan ENA equipment or while off-work utilizing your own personal equipment.

II. GUIDELINES:

A. Communications in online communities should never contain information that includes a personal patient identifier, such as name, room number, patient number, etc., or release a patient's personal health information in any way.

B. Communications must not contain Michigan ENA confidential, proprietary or trade-secret information or present the organization in a negative way.

C. Individuals may be held personally liable for defamatory, proprietary or libelous commentary or be subject to the appropriate level of discipline, based on the current Michigan ENA Bylaws.

D. Michigan ENA Website, Facebook, Instagram, and Twitter access is provided to support Michigan ENA business purposes which must be held in a professional image and manner. While users who are given access to these tools may make incidental personal use of them, they may not make inflammatory or derogatory. Each user has the right and responsibility to determine in good faith what is appropriate, non-biased and respectful. The Board of Directors may counsel a member and revoke privileges for abuse of the system, if necessary.

E. Michigan ENA may require that a member discontinue use of Michigan ENA-sponsored online communities if it believes their communications are in violation of organizational policies, values or local, state or federal laws, including state and federal patient privacy laws.

F. Michigan ENA members using Michigan ENA-sponsored online communities should refrain from using copyrighted materials (written, audio, video and all other electronic forms), as well as, language that is obscene, defamatory, derogatory, profane, libelous, threatening, harassing, abusive, hateful, or humiliating to another person or entity. Such activities are against this social media policy and, based on the circumstances, will result in the appropriate level of discipline, up to and including loss of membership.

G. Michigan ENA members who have concerns regarding Michigan ENA conduct or inappropriate behavior are encouraged to contact Webmaster and/or President. Online forums are not the most effective way to resolve such organizational issues.

H. All social media accounts should be administrated and be accessible by no fewer than 3 active members, including at least one board member. These account administrators have the right to remove any posts by any member that do not meet the association's guidelines on appropriate post topics.

III. UNOFFICIAL PARTICIPATION IN ONLINE FORUMS

A. Unless an individual is serving as an approved, official spokesperson for Michigan ENA in online communications, such communications are the individual's personal opinions and do not reflect the opinion of Michigan ENA. Each individual member of Michigan ENA is personally responsible for his/her posts (written, audio, video or otherwise).

B. If members of Michigan ENA acknowledge their relationship with Michigan ENA in an online community, they shall include disclaimers in their online communications advising that they are not speaking officially on behalf of the organization.