



The Canadian Association of Critical Care Nurses

Policy Statement

CACCN Social Media Policy

Preamble

Social media utilization has become common in today's society. The utility and efficiency of social media is well-recognized for the ability of associated platforms to instantly relate messaging to large audiences across the world.

However, along with its benefits, the risks associated with the use of social media and its various platforms are becoming better defined. Regardless of the medium, members and representatives of the Canadian Association of Critical Care Nurses (CACCN) are expected to observe and uphold the tenets of professionalism and ethics required in accordance with both their provincial/territorial regulatory body and the CACCN.

Scope

This policy will serve as a guideline to individuals utilizing social media as representatives of the CACCN, voluntary or otherwise, in any capacity, at both the National and Local Chapter levels.

Stakeholders

CACCN National Board and members of the Executive of approved CACCN Chapters.

Policy

I. Definition of Social Media

Social media is any type of online platform that an individual or group can use to communicate through viewing, sharing, and/or discussion of ideas, topics, opinions, as well as pre-existing content. Current examples of common social media platforms include (but are not limited to) Facebook, Instagram, Twitter, and Snapchat.

II. Integrity & Accountability

Social media platforms are constantly evolving and, as such, require constant and consistent oversight by those who utilize them, specifically groups who use these platforms to advertise and/or facilitate discussions. Chapters are strongly encouraged to place one or more members of the Executive in a position of responsibility for the active promotion and monitoring of these accounts so that any published content or discussions are consistent with the standards and values of CACCN and Registered Nurses in general.

Members or representatives of CACCN tasked with the maintenance of social media accounts or websites should view all potential posts critically before publishing or sharing them. Likewise, online interactions with other members, professions, or members of the public should be continually monitored for appropriateness.

Representatives of CACCN who oversee online platforms should have contact information (i.e. chapter email address) posted and easily visible so any comments or concerns can be sent directly to, and dealt with in an efficient manner, by the most responsible individual or group.

Finally, any CACCN group utilizing an online social media platform should make a regular habit of reviewing their accounts and their activity to ensure the platforms are being used appropriately.

III. Branding

CACCN groups utilizing social media or online platforms must use logos and branding that have been approved by the CACCN National Board of Directors.

IV. Advertising

Advertising is a valuable source of revenue for CACCN. Advertising related to employment positions, medical suppliers and/or products, or any advertisement deemed unacceptable by the National Board of Directors, will not be permitted on any website or social media platform associated with CACCN unless the advertisement originates from CACCN National Office. All inquiries regarding advertising of this nature should be forwarded to the CACCN National Office.

The advertising policy does not pertain to chapter advertisements for educational events sponsored by an industry/medical partner provided the advertisement does not include an endorsement for said partner (see CACCN Endorsement Policy).

V. Confidentiality and Privacy

Representatives of the CACCN who maintain online platforms need to constantly be mindful of the privacy and confidentiality of all individuals mentioned and/or pictured in discussions.

Confidentiality applies to private information and/or data obtained with the expectation that it will not be shared with a third party without the express consent of the individual(s) involved.

Privacy refers to a reasonable expectation that individuals (members, other professionals, patients, members of the public, etc.) will not be publicly identified without their express consent. Personally-identifiable information or context should be censored from any content, visual or otherwise, unless consent is obtained from the person most responsible for the information in question. Consent can be verbal or written - *please refer to the obtaining consent sub section of this policy.*

Becoming familiar with legal policies and practices surrounding information gathered prior to posting will help protect you and the reputation of CACCN. CACCN reserves the right to determine the suitability of content posted to all CACCN-branded accounts as well as all posts on those platforms.

VI. Legislation Governing Data Privacy

The Personal Information Protection and Electronic Documents Act (PIPEDA or the PIPED Act) is a Canadian law relating to data privacy. It governs how private sector organizations collect, use and disclose personal information in the course of commercial business.

VII. Legislation Governing Spam

Canada's Anti-Spam Legislation (CASL) came into effect July 1, 2014. Its purpose is to protect Canadians while ensuring that businesses can continue to compete in the global marketplace. CACCN uses electronic channels to promote and/or market our organization, products, and/or services, and falls under CASL.

VIII. Obtaining Consent

PIPEDA requires all organizations to obtain expressed consent for the collection, use, and disclosure of personal information (*Guidelines for Online Consent, Office of the Privacy Commissioner of Canada*). And CASL requires all organizations to obtain expressed consent for electronic contact.

Expressed consent can be written or verbal and must provide an explanation of how the information or photograph will be used. Expressed consent can be obtained from the individual or substitute decision maker. Implied consent must be avoided as it leaves room for ambiguity.

Expressed consent is the required standard for CACCN social media use.

Approved by the CACCN Board of Directors

Date: July 3, 2018

References

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