



Communication Protocols for PCNP Social Media Channels

PCNP Social Media Principles

Pennsylvania Coalition of Nurse Practitioners (PCNP) utilizes multiple social networking applications to engage members and educate legislators and the public about Nurse Practitioners (NPs). PCNP will promote events, strategic efforts, and basic general information on how NPs bring value as healthcare providers in Pennsylvania. PCNP's communications will be positive and professional and represent the organization in a positive manner.

Executive Summary

1. Administrative rights on social media outlets are restricted to the PCNP office and Public Relations Firm. Only authorized members may establish a PCNP presence on a public social network, i.e., including, but not limited to, personal blogs, personal websites, LinkedIn, Twitter, Facebook, MySpace, Flickr, You Tube, Instagram, Snapchat, Vimeo, and Tumblr.
2. All posts/tweets will be done in a positive and respectful manner. PCNP will not single out a specific political party or legislator in a negative or unprofessional manner.
3. When board members communicate through social media, unless authorized to speak on behalf of PCNP, they are representing themselves. If a board member communicates any information about PCNP in Social Media, they should refer to PCNP policies about communication of PCNP information by individuals who are not authorized PCNP spokespeople.
4. It is a good rule of thumb to think of ALL social media as the same as writing a signed letter to the editor of a newspaper. Do not speak for PCNP, clearly state who you are and your relationship to the topic, make it clear you are representing your own ideas, and finally, do not write anything that you would be embarrassed about seeing printed on the front page of a print publication.
5. Any forms of racism, slurs, prejudice, bigotry, vulgarity, and off-color or offensive language are strictly forbidden with zero tolerance. Upon discovery, any such postings shall be immediately deleted, and the individual notified to discontinue posting such material. Any continued postings of such material shall result in that individual's being permanently removed from accessing the PCNP's social media channel as applicable.
6. If you are unsure about the wisdom of pursuing a form of social media outreach, or have a question about it, discuss it with the PCNP Executive Director and/or PCNP President.

Introduction/Rationale: Communication protocols are necessary to establish and support the process of PCNP communication on all PCNP-sponsored social media communication channels. They serve as an organizational safeguard to help avoid potential liability resulting from the use of any social media channel operated under the auspices of the PCNP. PCNP expects all its designated representatives to exercise good judgment. The following protocols provide a framework to guide the PCNP's communications strategy in support of its strategic goals.

Personal Social Media Communication Protocol

PCNP recognizes that social media, professional networking sites and real-time communications (such as tweets and instant messaging blogs, video-sharing sites, and personal websites) are all useful technologies for communication. These websites can be accessed through computers and mobile devices.

PCNP recognizes that everyone has, and is entitled to, an opinion and those opinions shall be respected. As applicable, any attacks of any kind through a PCNP-sponsored social media platform will be immediately deleted, and *the poster* notified to discontinue posting such material. Continuation of such activity by *the poster* will result in their being permanently removed from accessing that PCNP media channel where applicable.

The promotion of any activity, program, and/or organization that, directly or indirectly, competes with the programs and/or services offered by the PCNP, shall be avoided and where applicable, deleted.

Statement of Policy

It is the policy of PCNP to protect itself and members from unauthorized disclosures of information, including, but not limited to, confidential business information and protected information.

This policy applies to all PCNP Board members. The purpose of this policy is to define expectations for conduct and actions related to PCNP-authorized use of social media networking and provide recommended guidelines for personal use of social media sites and related online communication sites. This policy is intended to address current and future social media technologies and websites, including, but not limited to, personal blogs, personal websites, LinkedIn, Twitter, Facebook, MySpace, Flickr, YouTube, Instagram, Snapchat, Vimeo, and Tumblr.

Board members' posts on social media can help PCNP expand its reach and increase its impact by:

- raising awareness about the mission and work of our organization;
- building a sense of community among members and potential members;
- improving the knowledge and skills of nurse practitioners;
- providing a virtual platform to engage members and potential members.

Guidelines

Board members are viewed as representatives of the organization. If Board members identify their association with PCNP, all content and personal profile information should be consistent with PCNP's values and professional standards. Board members should "think before they post," knowing personal comments and stories, photographs and videos have permanence and are difficult to erase or undo after they have been posted and shared.

The PCNP name may not be used in social media identities, logon ID's and user names without prior approval from the PCNP office or PCNP Communications Company.

All uses of social media must follow the same ethical standards that PCNP Board members follow in their face-to-face Board practices. PCNP Board members must consider the PCNP Board “Code of Conduct.”

Board members shall not post any material or comments that might interfere with, or adversely affect, PCNP’s strategy regarding legislation, regulations, or other governmental action.

If you disagree with the position that PCNP has reached on an issue, you are encouraged to discuss your concerns privately with PCNP’s Executive Director and/or President. If you are not sure about the PCNP position, ask or do not comment.

Always ask for permission from the President and/or Executive Director before identifying a member, partner, or sponsor on social media and never discuss on social media confidential details of any individual’s or organization’s engagement with PCNP.

Board members shall not use social media for any personal attacks, directly or indirectly, upon any individual and/or organization.

All employment advertisers shall be directed to the PCNP Career Center and encouraged to use it. Employment postings of any type shall not be permitted and the party posting any such content shall be so notified. As applicable, such postings shall be deleted upon discovery and the poster notified to discontinue posting such material. Continued postings of such material will result in that individual’s and/or entity’s being permanently removed from that PCNP media channel as applicable.

If there is a violation of the Communication Protocols, the individual may be subject to removal from the Board and/or other actions taken by the Board to protect PCNP.

As required in PCNP Policies, I confirm that as a PCNP Board Member, I have read and will comply with PCNP’s Communications Protocols and with PCNP’s Code of Conduct referenced above.

Signature

Date