Introduction

The purpose of this session is to introduce member boards to the NCSBN portfolio of social media resources
Background: Changing Times

- Blogs
- Twitter
- Facebook
- Cell phone cameras
- Posts on forums
- Skype
- Etc.
The Extent of Social Media

- More than 110 billion minutes on social networks and blog sites per month.
- More than 22 percent of all online time.
- Facebook boasts more than 500 million members.
- 38 million business people from more than 200 countries have joined Linked-In.
Changing Times in Nursing

Headlines

“Nurses Fired Over Cell Phone Photos of Patient”
ER nurses took photos of an x-ray of an intimate body part…

And posted it on her Facebook page!
Changing Times in Nursing

Headlines

“Nurses Snapped Photos of Dying Man and Posted on their Facebooks”
Changing Times in Nursing

Headlines

“Hospital Worker Fired over Facebook Comments about Patient”:  

“I hope he rots in Hell!”
Social Media Can Benefit Health Care

- As of May 2011, 965 U.S. hospitals were using social networking.

- National Association of Clinical Nurse Specialists – Linked-In.
Examples in Health Care

- Smart phones for downloading information, contacting nurses at work, etc.
- Surgeon’s use of Twitter in double-hand transplant case
NCSBN’s White Paper on Guidelines

Disciplinary Resources Committee Charge:

Develop guidelines for social and electronic media to protect patient privacy.
Committee Process

- Reviewed the literature
- Surveyed member boards
- Accessed others’ guidelines
- Took middle ground approach
- Approved by Board of Directors in May 2011
- Collaborated with ANA
Survey Results

- 33 of 46 boards reporting had complaints
- 26 took disciplinary actions
- Board actions:
  - Letters of concern
  - Censuring the nurse
  - Conditions on the license
  - Suspending the license
Polling Question

Has your board received complaints about social media issues?
Privacy Issues

Defined: Right of a person to be free from intrusion into matters of a personal nature.

- Treating patients with dignity and respect.
- Posting about patients.
- Can be intentional or unintentional.
Confidentiality

Differs from privacy; deals with unauthorized access to data.

- Patient charts
- Can be shared with patient consent or by legal requirements
HIPAA Violations

- HIPAA Standards in 1996 (federal)
- Protects privacy and confidentiality
- Examples: posting photos on Facebook
Other Consequences

- Civil penalties – fines
  ✓ Defamation of character
  ✓ Invasion of privacy
  ✓ Harassment

- Criminal penalties – jail time

- Employer - fired
Effect on Team-based Care

- Lateral violence
- Cyber bullying
Still Being Determined:

- Labor laws
- First Amendment right to free speech
Common Myths

- Communication is accessible only by the intended recipients.
- Content that can be deleted is no longer accessible.
- Disclosing private or confidential information is harmless if only accessed by the intended recipient.
Common Myths

- De-identifying patients is acceptable.
- Confusion between patient’s right to disclose and the need for nurses to refrain from disclosing.
- Blur of nurse’s personal and professional life.
Guidelines

1. Recognize obligation to maintain privacy and confidentiality.

2. Don’t disseminate information that will degrade or embarrass the patient.

3. Don’t transmit patient related information
Guidelines

4. Do not post information that could reasonably identify the patient.

5. Do not refer to patients in a disparaging manner.

6. Do not take photos or videos of patients, unless authorized.
Guidelines

7. Maintain professional boundaries.

8. Consult employer policies.

9. Report breaches of confidentiality or privacy.
10. Be aware of employer policies on the use of computers, cameras, etc.

11. Do not post disparaging remarks about coworkers.
Polling Question

Did you know that NCSBN has a brochure on social media that is available for free to anyone who orders it?
Social Media Guidelines

The use of social media and other electronic communication is expanding exponentially as the number of social media outlets, platforms, and applications available continue to increase. Individuals use blogs, social networking sites, video sites, online chat rooms and forums to communicate both personally and professionally with others. Social media is an exciting and valuable tool when used wisely. The very nature of this medium however can pose a risk as it offers instantaneous posting opportunities that allow little time for reflective thought and carries the added burden that what is posted on the internet is discoverable by law even when it is long deleted.

Because of inappropriate use of social media, some nurses have lost their jobs, been disciplined by the Board of Nursing, been highlighted in national media, been a target of lawsuits, and been criminally charged. What do nurses need to know so that they can use social media both personally and professionally without worrying about repercussions? NCSBN has developed some guidelines for using social media responsibly.

NCSBN is thrilled to announce that they have collaborated with the American Nurses Association (ANA) on the professional use of social media. NCSBN has endorsed ANA’s principles of using social media, and ANA has endorsed NCSBN’s guidelines. ANA and NCSBN recently hosted a collaborative Webinar and they are planning further collaborative efforts to get the word out about using social media appropriately without harming patients.

Questions?
Please contact NCSBN’s Regulatory Innovations department for questions.
A Nurse’s Guide to the Use of Social Media
Social Media Video
Polling Question

Has your board utilized any of the social media resources such as brochures, white papers, etc.?
Marketing Metrics

- Between Jan. 1 and Feb. 24, 2012, NCSBN has sent out 36,519 social media brochures.

- The social media video has been viewed on YouTube 7,414 times.
Brochure Distribution

- Hospitals/Health Care Locations: 28%
- Nursing education programs: 55%
- Nursing Students: 5%
- Other Programs: 3%
- Education Programs (non-nursing): 3%
- Boards of Nursing: 6%
Finding Social Media Resources on ncsbn.org

NCSBN.org > Navigation bar @ page top
Nursing Education, Licensure, Practice > Education > Social Media

https://www.ncsbn.org/2930.htm
Polling Question

Has your board started to revise policies based on the NCSBN social media guidelines?
Questions
NCSBN Contact Information

- Dawn Kappel, Director, Marketing & Communications
dkappel@ncsbn.org
- Mary Pat Olson, Director, Outreach Services
molson@ncsbn.org
- Nancy Spector, Director, Regulatory Innovations
nspector@ncsbn.org