



4200 Ardmore Blvd, Ste 302
Pittsburgh, PA 15221
Phone: 412.723.2535
Fax: 412.243.5160
Email: admin@ponl.net
www.ponl.net

PONL Social Media Guidelines

This document describes how the Pennsylvania Organization of Nurse Leaders (PONL) makes use of social media. For the purpose of this document, the term “social media” shall refer to a website or platform that allows the creation and exchange of user-generated content. Examples include, but are not limited to, the following: LinkedIn, Facebook, Pinterest, Twitter, and YouTube.

PONL’s mission is to advance contemporary nurse leadership through advocacy, professional networking, education and implementation of the Institute of Medicine – The Future of Nursing Report recommendations.

With the vision of PONL to be “the voice of nursing leadership in Pennsylvania,” PONL represents nurse leaders throughout the Commonwealth of Pennsylvania in its purpose to monitor, review, and respond to regulatory and legislative developments within the healthcare environment, as well as to recommend policies, programs, and activities within its area of interest. Therefore, PONL uses social media to build relationships between members, potential new members, healthcare industry stakeholders and the public as part of our efforts to fulfill that mission and realize our vision. Our use of social media enables PONL to dialogue with and educate our various audiences about topics relevant to our mission and vision. It is with these purposes in mind that PONL has adopted these guidelines for social media use.

PONL’s guidelines for social media use will continually evolve as the organization’s needs for, uses of, and experience with social media evolve and as social media itself evolves.

SOCIAL MEDIA IS ABOUT DIALOGUE BETWEEN MEMBERS, POTENTIAL NEW MEMBERS, HEALTHCARE INDUSTRY STAKEHOLDERS AND THE PUBLIC.

PONL encourages its members to leverage social media both as a forum for professional networking and to create a dialogue about issues related to nurse leadership. The organization welcomes as part of that dialogue anyone with any interest in issues that align with our mission and vision. However, we reserve the right to take appropriate actions against dialogue participants who fail to observe our guidelines respecting the proper use of our social media sites as outlined below.

Guidelines for Posting on PONL Social Media Sites

These guidelines do not replace professional judgment and are not all-inclusive. Instead, they provide the framework for understanding acceptable social networking behavior and serve as a guide for that behavior.

1. Official postings on social media sites, on behalf of PONL, will be limited to those with system administrator authority approved by the PONL Board of Directors.
 - a. Staff or members who are not authorized to speak on behalf of PONL in an official capacity may share their opinions or thoughts related to PONL via social media channels. All PONL social media sites will include a disclaimer that clearly acknowledges that personal opinions do not necessarily reflect the policies, views and/or opinions of the organization itself.
2. All postings on PONL social media sites must be in harmony with and/or advance the PONL Mission and Vision.

3. When representing PONL, a staff member and/or representative shall not independently establish (or otherwise participate in) a website, social network (such as Facebook, LinkedIn, blogs, peer-to-peer networks, Twitter, etc.), electronic bulletin board or other web-based applications or tools without prior consent.
4. PONL recognizes the importance of maintaining the confidentiality of an individual's personal and medical data and we will not include, reference, or reveal such personal data in dialogue on our social media sites. We expect participants in the dialogue on our social media sites to similarly respect confidentiality and to refrain from including, referring to or revealing individuals' personal or medical data.
5. At no time may content make misleading statements that are known to be false about coworkers, members, or others; make promises or commitments for PONL; and/or use PONL logos and/or other copyrighted and trademarked materials.
6. PONL staff members and representatives may not transmit any material (by uploading, sending, emailing or otherwise) that violates any local, state or federal laws and regulations and/or is threatening, profane, abusive, harassing, tortuous, slanderous, obscene, and libelous or is an invasion of another's privacy.
7. Postings of news and information must be honest and accurate. If a mistake is made it must be corrected quickly.
8. Authorized PONL staff and representatives will remove any material on a PONL social media site that violates these guidelines.
9. PONL encourages its staff members, representatives, and others to report all violations of these guidelines.
10. When participating in an online community or other form of social public media PONL staff members and representative should do so with the understanding that they are accountable for anything they send/post. In the event that a PONL staff members or representative's comments/videos/posts violate PONL guidelines or PONL's Mission & Vision Statements, the staff member or representative may have their PONL membership terminated. Staff members and representatives must be aware that their actions can be recorded, written about, or videotaped and quickly posted or sent.

July 7, 2014 – approved by PONL Membership Committee

Aug. 11, 2014 – approved by PONL Board

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