



# BOARD/GOVERNANCE POLICY

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| Title: <b>Social Media</b>                             | Number:                     |
| Cross Reference:                                       |                             |
| Approved by: Illinois State Council Board of Directors | Origination Date: 11/3/2016 |
| Revised by:  | Approval Date: 06/10/2017   |
|  | Revision Date:              |

The purpose of this social media policy is to ensure that communication with members via social media is consistent with the mission, vision, and goals and strategic plan of the Illinois State Council ENA (Illinois ENA).

## **POLICY:**

- 1.1 The online presence of Illinois ENA via social media (e.g., Facebook, Twitter, LinkedIn) shall be consistent with the mission, vision, and goals and strategic plan of the Illinois ENA.
- 1.2 The Communications Committee Chair will appoint one or more persons to manage Illinois ENA social media outlets on behalf of Illinois ENA according to the following guidelines.

## **STANDARDS/CRITERIA:**

- 2.1 Social media postings on behalf of Illinois ENA should only be posted by appointed persons.
- 2.2 All postings shall be professional in nature and directly relevant to emergency nursing. Text and media may not include, insinuate, or link to other sites containing profanity, derogatory language or include content that is inflammatory, pornographic or of a similar graphic sexual nature. Postings should also not contain political lobbying content or copyrighted materials.
- 2.3 Those responsible for social media postings that may have questions about proposed content should bring the proposed posting to the attention of the Communications Committee Chair and President for approval prior to posting via social media.
- 2.4 Inappropriate responses that are posted to Illinois ENA social media may be removed by authorized persons. Questionable responses should be reviewed with the Communications Committee Chair and/or President to identify how to address, including the potential need to remove.
- 2.5 Based on the urgency of the information to emergency nurses, materials should be posted as soon as possible.