

Flight Nurses Australia Social media Policy

Purpose: This policy provides a guideline for the use of online social media networking sites for Flight Nurses Australia committee members and nominated members posting information on behalf of Flight Nurses Australia Inc.

For the purpose of the policy, social media encompasses the FNA website and other mediums for users online, including but not limited to

- Social media sites(e.g. Facebook, Google +)
- Intranet
- Blogs and micro-blogging platforms (e.g. Twitter, forums, discussion boards and groups)

Policy Statement

Flight Nurses Australia (FNA) recognises the opportunities and benefits that online social media can provide in promoting and encouraging relationships with others. Social media is a revolutionary way to participate in developments and keep followers informed of events, discussions, and discoveries. FNA believes we have the opportunity to inspire, progress and promote the nursing profession, especially for those interested in nursing in the aviation and transport environments, through a strong online presence.

At all times when using social media sites, the committee should adhere to the following principles:

- Protect the reputation of Flight Nurses Australia and the various organisations that Flight Nurses are employed by.
- Protect the privacy of patients
- Ensure that all materials shared publicly have the relevant consent.

When posting material onto a social networking site, the committee need to consider that comments made are in the public domain and will remain there for an extended period. For that purpose, FNA will monitor the sites and ensure any comments not deemed appropriate are removed. FNA will ensure that only nominated committee members and/or appropriate professional members are positioned as managers/ associate managers for social media sites. This will be part of the members' portfolio for the duration of their term in that position as a social media site manager.

Requirements.

1. The Code of Professional Conduct for Nurses in Australia (2013) outline the following three conduct statements, which are essential in guiding Flight Nurses Australia in their online activity.
 - Nurses and midwives respect the dignity, culture, ethnicity, values and beliefs of people receiving care and treatment, and of their colleagues.
 - Nurses and midwives treat personal information obtained in a professional capacity as private and confidential.
 - Nurses and midwives maintain and build the community's trust and confidence in the professions at all times.

2. Flight nurses must consider their employers policies and procedures relating to social media
3. Before posting a comment or information, flight nurses need to strongly consider if they want that information in the public domain and whether the information is respectful, appropriate or could be considered offensive.
4. When using social media sites, flight nurses need to be aware of the social media sites privacy policy. This ensures those posting information know how the information will be stored and how it could be used.
5. The branded Flight Nurses Australia sites will be developed and promoted by approved committee members or nominated members only.
6. Flight nurses will not post personal information, photographs or video images of any patient on any of the social media platforms unless the patient has completed the FNA consent form as prior approval for Flight Nurses Australia to use the image for marketing purposes.
7. The Flight nurses Australia consent form is available on the FNA website.
8. Completed FNA consent forms will be forwarded to the FNA secretary and kept.
9. Flight Nurses Australia will maintain records of the committee members that are managing social media sites and ensure all managers maintain passwords for access to the sites and keep them shared only among the nominated personnel.
10. Flight Nurses Australia will use the social networking providers reporting mechanisms and contact details from their site to report any concerns they may have.

Conclusion

Flight nurses Australia is committed to utilising social media to strengthen awareness of our organisation and to promote flight nursing, and in doing so, to inspire, progress and promote the nursing profession.

References

Australian Health Practitioner Regulation Agency, *Social media policy*, March 2014. Sourced from www.ahpra.gov.au/News/2014-02-13-revised-guidelines-code-and-policy.aspx February 2014.

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The Journal, *Best practice: Think before you post*, January/February 2013. Sourced from www.iaedjournal.org