

## **Policy: Media**

### **PURPOSE:**

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The purpose of this policy is to provide direction to NESA students, faculty, and staff in professionally navigating various forms of media communications.

### **DEFINITIONS:**

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**Media:** any form of publicly accessible communication or expression of ideas.

**Social media:** an internet website or internal or external platform which allows for the creation and exchange of user-generated content. Social Media includes, but is not limited to social networking, blogging, microblogging, video hosting, wikis, and social bookmarking.

**News media:** focuses on delivering news to the general public or target population and includes print media, broadcast news, and internet.

**Personal information:** refers to recorded information of any kind, excluding health information, stored in any format that identifies an individual (e.g. contact information, race, employment, criminal history, personal views, and opinions).

**Health information:** means information that identifies an individual that relates to diagnosis, treatment and care, and registration information and is stored in any format. (Alberta Health Services, 2011).

### **POLICY SCOPE:**

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This policy applies to all NESA BN Program students, faculty, and staff participating in any form of media communication.

### **POLICY STATEMENT(S):**

1. The nursing profession provides numerous opportunities for nurses (as well as student nurses, and nurse educators) to access both personal and health information. All those who have access to such information have the professional and legal responsibility to protect the privacy and confidentiality of information (CNA, 2017).
2. When participating in media activities, all individuals need to be sensitive to the potential of breaching privacy and confidentiality by disclosing personal or health information. This may be intentional or unintentional. It is important to be aware of this potential and take necessary action to prevent such breaches.

3. Expectations to maintain privacy and confidentiality exist beyond the nurse/patient, student/faculty relationship. For example, students, staff, and faculty members may be privy to sensitive information about the educational institution, other individuals in the program, or other program stakeholders as a result of participating in private meetings or discussions.
4. It is not the intention of this policy to discourage or diminish media engagement, but rather to protect personal and health information by establishing and promoting awareness of the shared accountability for protecting confidentiality and privacy during engagement in media communication.
5. Participating in social media in a manner that protects personal and health information has many unique elements to consider, including the reputational risk potentially incurred for the program, and for students and faculty in the profession. Refer to the NESAs Guideline: Participation in Social Media / E-Professionalism for further guidance.

#### **SPECIFICS OF THE POLICY:**

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1. When participating in news media opportunities, particularly where information about the program or the university may be discussed, shall contact the appropriate Lethbridge College/University of Lethbridge Dean for guidance in appropriately navigating such opportunities.
2. For the security, privacy and confidentiality of personal and health information, all safeguards, standards and policies of the practice partners and agencies shall be adhered to. Such information shall be made available to students, and faculty. Dissemination of this information may vary between institutions.
3. NESAs BN Programs students, faculty and staff members who are concerned or have questions about appropriate participation in media opportunities, or have become aware of activities that may place personal or health information at risk, must seek guidance from program leadership at the relevant institution.
4. Students who are, as part of their clinical placement, contacting or taking part in media events, shall consult with their instructor and receive approval before either contacting media or participating in a media event.

#### **APPENDIX:**

#### **RELATED POLICIES/ASSOCIATED GUIDELINES:**

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- NESAs Guideline: Participation in Social Media/E-Professionalism
- Alberta Health Services Social Media Policy  
<https://extranet.ahsnet.ca/teams/policydocuments/1/clp-ahs-pol-social-media.pdf>
- FOIP Act  
[http://www.qp.alberta.ca/1266.cfm?page=F25.cfm&leg\\_type=Acts&isbnln=9780779762071](http://www.qp.alberta.ca/1266.cfm?page=F25.cfm&leg_type=Acts&isbnln=9780779762071)
- Lethbridge College’s Use Social Media Code of Conduct
- <https://lethbridgecollege.ca/sites/default/files/2017-08/policies-procedures-community-corporate-relations-social-media-app-b.pdf>
- Lethbridge College’s Social Media Policy
- <https://lethbridgecollege.ca/document-centre/policies-and-procedures/college-wide-policies-and-procedures/social-media-policy>
- University of Lethbridge Social Media Guidelines
- <https://uleth.sharepoint.com/:b:/s/Policy/ESp1HvNhNMdGtWJdONpIbI0BRGXWJ6sJrNou8BZrYRA5Aw>
- <https://uleth.sharepoint.com/sites/Policy/Policies/Forms/AllItems.aspx?q=social%20media&id=%2Fsites%2FPolicy%2FPolicies%2FSocial%20Media%20Guidelines%5FApr%2028%5F2012%5FEditorial%20Revisions%20Dec%5F21%5F2021%2Epdf&parent=%2Fsites%2FPolicy%2FPolicies&parentview=7>

**REFERENCES:**

Canadian Nurses Association. (2017). *Code of ethics for registered nurses*. Retrieved from <https://www.cna-aiic.ca/html/en/Code-of-Ethics-2017-Edition/files/assets/basic-html/page-1.html>

Alberta Health Services. (2011). *Social Media Policy*. Retrieved from <https://extranet.ahsnet.ca/teams/policydocuments/1/clp-ahs-pol-social-media.pdf>

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**\*NOTE: NESAs Policies exist within organizational frameworks of policy for Lethbridge College and the University of Lethbridge, and within agreements established with practice partner organizations. If and when NESAs policies are found to differ from such policies and agreements, it is important to note that such policies/agreements will take precedence over NESAs program policies.**

Revised By/Date:	Approved by/date:
Policy Review Committee: February 2015	Not Required: editorial and formatting
Policy Review Committee: December 2015	Not Required: editorial changes
Policy Review Committee: December 2016	Not Required: editorial changes
Policy Review Committee: May 2017	Not Required: editorial changes

Policy Review Committee: January 2019	New “specifics of the policy” bullet 4: NESA Joint Faculty Council: May 22, 2019
Policy Review Committee: April 2020	Not Required: no change
Policy Review Committee: January 2021	Not Required: link updates
Policy Review Committee: April 2022	Not Required: editorial changes