



## **IASN Social Media Policy and Guidelines**

IASN has a place in social media through the social networks of Facebook, Twitter, and the IASN Discussion list (formerly the Listserv). This is a means for IASN to share information with our membership and stakeholders. The discussion list allows for our membership to share ideas, ask questions, and share solutions to issues encountered in the school nursing realm with each other.

Social communication should build a sense of community around conversations. We want our content to enable members and potential members to learn more or discover new skills. Our social media presence should add value to our community and help inform stakeholders and other interested parties.

IASN concurs with and agrees to follow NASN's Social Media Policy and Guidelines. IASN expects its membership and stakeholders to follow these Social Media Policy and Guidelines for communication via social media.

The following guidelines are excerpted from the NASN Social Media Policy and Guidelines.

### **Be Conversational**

It is important to write as if we are having a conversation – it is social media so it should be social. If we get too formal in our language in the social media arena, we might miss an opportunity to engage in a stimulating dialogue. Remember, the social web is NOT a business report, presentation, or a marketing forum with canned messages. We should bring out the IASN personality – say what's on our minds – and write in a manner that invites a response and encourages comment.

Be exciting in social media communication!

### **Avoid Starting Fires**

Differing viewpoints are healthy – but avoid inciting members. Firing back to criticism can appear defensive. It's important to be cautious and considerate of others' opinions and reactions; err on the side of caution and keep potentially inflammatory discussions harnessed. Once the information is sent out via social media – it can spread quickly and remain out there indefinitely.

Social media is a fast-paced world so **THINK BEFORE YOU POST.**

If an error is made in posting to social media, the best practice is to admit the mistake quickly, correct it, and move on. If it's misinformation, go back and give the correct information to the IASN community. Just say "Update" and share the new information.

### **Some Special Considerations When Using the IASN Listserv**

Maintain the confidentiality related to client/student health issues. Be careful, when in doubt leave out ANY information which may make identifying the student easy.

Do not use the listserv for: personal messages; advertising or other commercial endeavors, campaign or political statements or religious messages.

Do not post a survey for research or other purposes without pre-approval by IASN.