



Policy Number: X – SOCIAL MEDIA - 1

Policy Name: **SOCIAL MEDIA**

Adoption Date: June 22, 2020

Revision Date: June 22, 2020

Review Date: July 31, 2020

Purpose: To establish standards and expectations regarding the Idaho Board of Nursing social media use and presence.

- Policy:
- A. Introduction
 - I. “Social media” is a term commonly given to websites and online applications which allow users to interact with each other by sharing information. Social media involves the creation of communities or networks which encourage participation by its members. Examples of social media sites include blogs, message boards and social networking sites such as Facebook, Instagram, and LinkedIn.
 - II. Due to the rapidly changing nature of social media, the Idaho Board of Nursing (IBON) reserves the right to revise this policy as needed at any time. The current version of this policy is available to all users on the IBON webpage.
 - B. Management, Administration, and Maintenance
 - I. The Management, Administration and Maintenance of all IBON affiliated social media sites are the responsibility of the Executive Director.
 - II. A minimum of two IBON staff will maintain access to all IBON Social Media sites.
 - III. The IBON social media sites are subject to the Idaho Public Records Act. A post, comment, message, or any other digital interaction by a user that asks the IBON to provide public records will not be considered a public records request. All social media content is retained per the IBON Record Retention Policy.
 - C. Procedures
 - I. Requests for content to be distributed on IBON social media sites should be submitted to: info@ibn.idaho.gov
 - II. When considering requests, the IBON staff will assess if the content is factual, appropriate, and aligns with the mission of the Board.
 - III. If approved, the content will be scheduled subject to availability.



D. Principles

- I. All administrators and users will adhere to the following principles of content and conduct as they relate to all IBON social media sites.
 - a. Be professional. Remember that as an administrator you are representing the IBON. As a user, you will be expected to conduct yourself in a professional manner.
 - b. Be responsible. You are responsible for the content you post. Content that is posted on the site must be relevant to the IBON and consistent with the Board vision, mission, and values.
 - c. Be credible. Ensure content is accurate and thorough. If you make a mistake, quickly correct it by either providing updated information or, when appropriate, editing a previous post to make it clear you have corrected an error.
 - d. Be civil and respectful. Defamatory, libelous, or damaging language will not be tolerated. Do not use abusive, threatening, offensive, obscene, explicit, racist, or sexist language. Any content that is not consistent with this guideline is subject to deletion.
- II. Any administrator or user who fails to comply with these principles may forfeit the right to interact with any of the IBON social media sites.

E. Guidelines

- I. Only IBON social media sites may be used for dissemination of information. Currently, the IBON social media sites are Facebook and Instagram.
- II. The IBON staff will be the primary administrator of the sites and will have the authority to manage, administer, and maintain the content.
- III. The IBON staff reserves the right to, at its discretion, reply, comment, or otherwise directly respond to any post, comment, or message by any user.
- IV. All posts will be written in appropriate third person, first person or narrative style. Because social media encourages an organic, casual environment, it is appropriate to adjust the voice of the posts, comments, or messages to a more casual vocabulary.
- V. Participants are responsible for the content they publish and should limit posts to content relevant to IBON stakeholders,



committees, and sub-groups. Information of a solely personal nature is not appropriate on any site. Additionally, the personal use of any site is prohibited.

- VI. All participants will follow copyright and fair use laws.
- VII. All participants will abide by the social network's Terms of Use. By joining a particular social media platform, you agree to that platform's Terms of Use and are expected to comply accordingly.
- VIII. When content is derived from an external or third-party source, the IBON bears no responsibility for the accuracy of this information.
- IX. Employees representing the IBON via social media sites must conduct themselves at all times as a representative of the IBON and in accordance with all IBON and State of Idaho expectations, standards, and policies.
- X. Any site choosing to use the IBON's name and/or logo may do so with prior, written approval. To create a sense of continuity, the IBON name and/or logo should be included on the site in some capacity. Additional social media content, templates, or graphics may be created in collaboration with IBON staff.
- XI. The IBON reserves the right to remove content that is not consistent with this policy at any time. Content that may be perceived as threatening, fraudulent in nature, or inaccurately mimic official language is eligible for removal from the site. If a participant has repeatedly posted content that does not align with this policy or the referenced guidelines, the user may be blocked per the discretion of the Executive Director.
- XII. Any site or removed content which is set for deletion will be subject to proper retention of content prior to deletion as outlined by the Record Retention Policy.