

Social Networking Sites

Social networks covered by this guidance include, but are not limited to, Facebook, Twitter, LinkedIn, Snapchat, Renren, Google+, Tumblr, WhatsApp, Vine, and Instagram. The use of social networks has become a very significant part of life for many people. They can provide a very positive way to keep in touch with friends and colleagues, and can be used to exchange ideas and thoughts on common interests, both personal and work-related.

Social media channels can spread the University's messages across the globe quickly, promoting success stories and developing national and international bonds. Without doubt this improves student engagement and enhances the learning domain. However, there have been occurrences where these services have been used for less positive reasons or used for a substantial length of time during placement hours, hence the need for formal guidance.

Health and social care students should remember that anything posted on a social networking site is in the public domain. What may be considered to be letting off steam about a situation at work by one, can potentially be seen by another as unprofessional behaviour.

Students could be putting their place on the course and registration at risk if posting inappropriate comments about colleagues, patients or posting any material that could be considered explicit. The Health and Care Professions Council (HCPC) have a simple guide, Focus on Standards – Social Networking Sites, which can be accessed using this web link:

http://www.hcpc-uk.org/Assets/documents/100035B7Social_media_guidance.pdf

The Nursing and Midwifery Council (NMC) also refer to misuse of the internet and social networking sites within their advice section directed specifically at students, reminding them of the importance of professionalism at all times. Specifically, not identifying themselves as nurses online and not getting involved with patients or service users in any way. It also reminds them of privacy issues and the appropriate way to escalate concerns about abuse.

<http://www.nmc-uk.org/Nurses-and-midwives/Advice-by-topic/A/Advice/Social-networking-sites/>

Furthermore, the University has rules and guidance for the use of the computing facilities and has penalties for infringement of the rules which can lead to the University's disciplinary procedure being invoked.

Within the Faculty of Health and Human Sciences there is a rich and diverse student base. All students using social media do so in a personal capacity, however, please remain mindful of the professional programme on which you are currently studying. You are accountable for the communication associated with your social media, and you must not:

1. **Bring the University into disrepute.** For example, by making defamatory comments about individuals, other organisations or groups.
2. **Breach confidentiality.** For example, revealing confidential information of any patient or service users.
3. **Do anything that may be considered discriminatory against, or bullying and harassment of, any individual.** For example, making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, religion, belief or age

eGO – The new myBRAND as an Ebook

MyBRAND aims to support and advise student in using the web to promote themselves and their work safely and confidently. It provides links to resources supporting e-literacy, identity-management, e-safety and legal considerations. Please click on the following link:

<http://issuu.com/fleapalmer/docs/ego>

Email

Email is subject to the same rules as written communication. Users should make use of appropriate etiquette when composing email messages. Care must be taken to ensure material is not illegal, defamatory, libellous, offensive, obscene, threatening or otherwise likely to cause nuisance, harm or distress to the recipient. Failure to comply could result in disciplinary proceedings.

The University will take seriously any occasions where the services are used inappropriately. If occasions arise of what might be read to be online bullying or harassment, or material deemed to contravene professional conduct, these will be dealt with in the same way as other such instances.