

Christine E. Lynn College of Nursing

Social Media Policy

Purpose

The Florida Atlantic University Christine E. Lynn College of Nursing (CELCON) uses social media to connect with key stakeholders essential to the college's mission, such as current and prospective students.

This social media policy is applicable to CELCON students, faculty, staff, employees, student organizations, clinics and institutes. The policy is intended to enhance and protect the image and reputation of the college and the University when individuals or entities cite Florida Atlantic University and CELCON on social media networks for professional and personal purposes.

CELCON has five approved social media accounts: [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#), and [YouTube](#). These accounts were created to distribute CELCON news and updates, promote programs and events, and build a vibrant, active online community supporting the goals of the college and the University.

Compliance with Policies and Regulations

CELCON students, faculty, staff and employees must follow CELCON's Social Media Policy, the University's [9.2 social media policy](#), the National Council of State Boards of Nursing's (NCSBN) [social media policy](#), the Health Insurance Portability and Accountability Act of 1996 (HIPAA), the Family Educational Rights and Privacy Act ([FERPA](#)), [and other applicable laws and regulations](#) when using social media.

Social media content shared by students must never include protected health information (PHI). Violating HIPAA, the University's policies or regulations, CELCON's policies and regulations, or any other applicable policies or regulations may result in disciplinary action against the offenders and may constitute a violation of law, regulation and/or statute. Faculty, staff and employees are only allowed to share PHI on social media with written patient authorization. (See [HIPAA Social Media Rules](#))

Use of Florida Atlantic College of Nursing Name and Logos

Logos and names of CELCON departments, programs, centers, institutes and clinics may not be used on personal social media accounts or for commercial purposes such as selling or endorsing merchandise and products or promoting events not affiliated with the college or university.

Students, faculty, staff and employees using their CELCON titles or affiliations to identify their roles within the college on social media must include a disclaimer that all opinions are their own.

When posting your point of view, you should neither claim nor imply you are speaking on behalf of the CELCON or University's behalf, unless you are authorized to do so in writing. Under no circumstances can University or CELCON logos, names, or accounts be used to promote or endorse merchandise or support a cause, a political party, or a candidate.

Social Media Conduct and Best Practices

- Protect proprietary, sensitive and confidential information related to the CELCON or University staff, students, clinical facilities, patients, or clients.
- Honor copyright laws and adhere to fair use guidelines. See this [Fair Use Guide](#) for details.
- Do not film or take photos of professors, students, or patients for social media use without written permission or release.
- Be mindful of your affiliation with the University and CELCON when engaging on social media. Ensure your profile and related content are consistent with how you wish to present yourself to colleagues, clients and potential employers. No communication on social media, be it posts, stories, disappearing messages, or comments on private accounts, can be considered private and protected.
- Avoid using offensive language or images, and refrain from any behavior that can be considered inappropriate for a professional setting such as usage of vulgar language and images considered disrespectful for any individual or group and posting inflammatory or unflattering material on another individual's website. Please review [University Policy 8.2](#), Standards of Conduct, University Regulation 5.012, Employee Standards and Disciplinary Procedures, University Regulation 7.008, [Anti-Discrimination and Anti-Harassment](#), and [University Policy 1.15](#), Prohibited Discrimination & Harassment.
- It is prohibited to promote or market any merchandise or items on any CELCON social media channels, including in the comment section of posts.
- Contact the University's Marketing Department in the Division of Public Affairs and the communications officer assigned to the CELCON with any requests to create a CELCON social media account.
- Nursing students are expected to adhere to high standards of behavior in their studies and communications as they prepare to enter the profession. Please review the following resources for more details:
 - [Florida Board of Nursing](#)
 - [NCSBN Media Policy](#)
 - [Nursing Code of Ethics](#)

Implications

Violation of the existing statutes and administrative regulations may expose an offender to criminal and civil liability, and the punishment for violations may include fines and imprisonment. Offenders may also be subject to adverse employment actions, disciplinary sanctions, and/or academic actions. All students, faculty, staff and employees in the CELCON are also subject to

University policies and/or regulations on social media as well as other applicable University policies and regulations.

Students who disclose confidential, proprietary or unprofessional information may face disciplinary actions, including, but not limited to, potential course failure or other disciplinary proceedings including up to dismissal from the program. Faculty, staff and employees who violate the University's and/or CELCON's social media policy or who disclose confidential, proprietary or unprofessional information may face disciplinary action up to and including termination.

Students, faculty, staff and employees are responsible for their online content and may be held liable for posts that are found to be defamatory, harassing, or in violation of laws, policies and/or regulations. Posting confidential or copyrighted materials, such as music, videos, or text, may also have disciplinary and legal implications.

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