**PSONS Policies for Website, Email, Newsletter & Social Media**

Approved 8/3/16

**What is Social Media?**

Technology has constantly been changing communication since the launch of the Internet. With changes occurring to the Internet and the advent of Web 2.0, associations now have the ability to communicate with members in a more efficient manner. This is being done with the use of social media. Social media encompasses all of the different technology tools that are used to share and discuss information through the use of words, pictures, video, and audio. It allows for communities to connect and communicate in an efficient manner and provides a new venue for communication between people and companies.

**Purpose of Social Media**

PSONS can benefit from properly using the various types of social media to strengthen relationships and build a more communicative environment for members, which can lead them to becoming more involved with the association. Social Media will provide instant feedback and create a communication flow between the association and the members. The association will be able to identify future volunteers and leaders through this social outlet. Social media may also be used to foster relationships with other organizations in the community,both locally, nationally and globally. PSONS is committed to protecting and nurturing resources of the members and the organization, striving to foster excellence in the association and the care of patients, and invites a racially diverse membership to participate in social media. The social media policy supports these values by providing a professional online atmosphere.

**General Guidelines**

1. Only chapter-authorized individuals are permitted to officially represent PSONS by posting on various PSONS social media accounts.
2. All who participate in social media, networking sites or blogs in conjunction with PSONS are expected to:
   1. Present PSONS, our positions, and guidelines with credibility and integrity.
   2. Respect copyright laws and fair use guidelines. ONS, PSONS, and all related trademarks and component parts, including but not limited to names, marks, brands, logos, designs, trade dress, slogans, and other designations used in connection with their products and services, may not be used without ONS’s or the ONS chapter’s expressed prior written consent.
   3. Recognize that social media is constantly changing. ONS will respect and adhere to the rules of the social media provider and communicate appropriately with audience.
   4. Be responsible with what you write and consider your audience.
   5. Protect personal and confidential information.
   6. Be aware of the Health Insurance Portability and Accountability Act (HIPPA) and Family Educational Rights and Privacy Act regulations.
3. Note that the ONS Website’s Terms of Use govern all activity within the site and for PSONS activities, including contribution of content to social media, networking sites, or blogs housed on the site or affiliated sites. When contributing to external sites, be clear about your relationship to PSONS. Individuals who are not authorized to speak on behalf of PSONS must take care to avoid misleading statements suggesting otherwise. Individuals should be careful not to misrepresent their authority regarding healthcare advice or recommendations.
4. Chapter members who choose to participate in social media activities outside of PSONS must exercise caution when such outside use may directly or indirectly establish or suggest a relationship with ONS or PSONS. Chapter members who are directly or indirectly linked to ONS or PSONS represent both with credibility and integrity at all times. Chapter members should not post information about members that could be perceived as personal or interpreted as an invasion of privacy and should not post photographs of co-workers, members, customers, vendors, clients, or others with whom they are associated without their express advance permission.
5. PSONS may request that chapter members avoid certain subjects or withdraw certain posts from any personal social media outlet(s) if they relate to PSONS activities. PSONS believes that doing so will help ensure compliance with applicable laws or the post violates ONS or PSONS chapter policy, including but not limited to ONS’s or the ONS chapter’s policy against harassment.

**Guidelines for Specific Outlets**

1. Website: Used to communicate information to membership and community about PSONS policies, meetings and events.
   1. Chapter News:
      1. Posting of any PSONS events and activities
      2. Posting of community, pharmacology events and resources available to oncology nurses.
      3. At the discretion of the Webmaster and PSONS Board, may also be used to post events from other community organizations, including events or resources, in order to foster community and collaboration and to provide information to the chapter members
      4. Comments are to be kept closed.
   2. Links & Resource:
      1. Only PSONS or ONS related links will be posted
   3. Jobs Postings:
      1. Cost is $50.00 for a thirty-day posting.
      2. Payment must be received within 30 days of invoice
      3. If payment is not received, will send letter signed by treasurer requesting payment. If payment is not received within 30 days of this notice, said agency will not be allowed to post on jobs on the website after this
      4. Organizations can pre-purchase job postings. These expire in 1 year if unused.
      5. Job postings will not be sent in the chapter newsletter, but a link to the job postings on the website may be included in the newsletter.
2. Email: sent to all members, who are able to opt out of email communication. Only PSONS related events would be sent out in email. Those on the board can send out emails to the chapter, keeping in mind all policies.
   1. Newsletter: once monthly information sent out to members about upcoming events, scholarship information, scholarship recipients, links on website.
      1. Will not include events that are not PSONS or ONS related.
3. Social media outlets**:** only members approved by the board are allowed to post on the website. Must keep in mind general social media policy when posting and engaging with others. Current accounts held by PSONS include:
   1. Facebook
      1. Used to post about PSONS and ONS events.
      2. At the discretion of those approved to post, may share news or information about other oncology related events in order to promote collective opportunities for learning
      3. Will not be used for non-oncology, nursing, or professional posts (such as personal events, postings, etc).
      4. PSONS has the right to remove offensive or inappropriate comments posted on the page as necessary.
   2. Twitter
      1. Used to share about PSONS or ONS events
      2. May participate and engage with others in the ONS, PSONS, nursing, oncology and related communities; keeping in mind the guidelines and social media policy.
   3. YouTube
      1. May be used to post video announcements regarding ONS or PSONS events
      2. Potential to share recordings of educational events, if approved by those recorded in the video
      3. PSONS has the right to remove offensive or inappropriate comments posted on the page as necessary.

(Policy adapted from ONS Policy for Social Media)