

I. PURPOSE:

- A. The purpose of this standard operating procedure is to support participation in online communities which can promote better communication with Colorado ENA colleagues and customers, the general public, traditional and non-traditional media, and other community stakeholders. Such participation may include, but is not limited to, postings in online forums, blogs, microblogs, wikis or vlogs (Facebook, LinkedIn, YouTube, Twitter, Instagram, media sites, etc.).
- B. Communications produced by Colorado ENA members or volunteers on behalf of Colorado ENA in the online community must be consistent with Colorado ENA policies, including the current Bylaws. Uses of Colorado-sponsored online communities must be appropriate, and communications must be accurate. This SOP is applicable while utilizing Colorado ENA equipment or while off-work utilizing your own personal equipment, PDA, home computer, etc.
- C. Provide guidance for oversight of ColoradoENA.org website

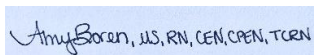
II. GUIDELINES:

- A. Communications in online communities should never contain information that includes a personal patient identifier, such as name, room number, patient number, etc., or release a patient's personal health information in any way.
- B. Caution should be used when sharing member information and photos in online communities. Use prudence when displaying photos and names of members. No personal member information (ex: address, email, phone number) should be shared unless explicitly requested by that member.
- C. Communications must not contain Colorado ENA confidential, proprietary, or trade-secret information or present the organization in a negative way.
- D. Individuals may be held personally liable for defamatory, proprietary, or libelous commentary or be subject to the appropriate level of discipline, based on the current Colorado ENA Bylaws.
- E. Colorado ENA Website, Facebook, Instagram, and Twitter access is provided to support Colorado ENA business purposes which must be held in a professional image and manner. While users who are given access to these tools may make incidental personal use of them, they may not create inflammatory or derogatory posts. Each user has the right and responsibility to determine in good faith what is appropriate, non-biased and respectful. The Board of Directors may counsel a member and revoke privileges for abuse of the system, if necessary.
- F. Colorado ENA may require that a member discontinue use of Colorado ENA-sponsored online communities if it believes their communications are in violation of organizational policies, values or local, state, or federal laws, including state and federal patient privacy laws.
- G. Colorado ENA members using Colorado ENA-sponsored online communities should refrain from using copyrighted materials (written, audio, video and all other electronic forms), as well as, language that is obscene, defamatory, derogatory, profane, libelous, threatening, harassing, abusive, hateful, or humiliating to another person or entity. Such activities are against this SOP and, based on the circumstances, will result in the appropriate level of discipline, up to and including escalating to National ENA.
- H. Colorado ENA members who have concerns regarding Colorado ENA conduct or inappropriate behavior are encouraged to contact the Web Administrator and/or President. Online forums are not the most effective way to resolve such organizational issues.
- I. A Colorado ENA board member must always have access to the management of ColoradoENA.org. The website is ideally maintained by a present or past board member. Any qualified member or contracted designee may maintain the website if unanimously agreed upon by the board.

III. UNOFFICIAL PARTICIPATION IN ONLINE FORUMS

- A. Unless an individual is serving as an approved, official spokesperson for Colorado ENA in online communications, such communications are the individual's personal opinions and do not reflect the opinion of Colorado ENA. Each individual member of Colorado ENA is personally responsible for their posts (written, audio, video or otherwise).
- B. If members of Colorado ENA acknowledge their relationship with Colorado ENA in an online community, they shall include disclaimers in their online communications advising that they are not speaking officially on behalf of the organization.

VI. Signature:


Amy Boren, MS, RN, CEN, CPEN, TCEN

Amy Boren, State Council President

Date: 12/23/2022