

**Goldfarb School of Nursing (GSON) at Barnes-Jewish College  
Student Experience and Development Policies/Procedures**

**TITLE: Social Media - GSON Students**

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**SUBMITTED/REVIEWED BY:** Edward Gricius, MS  
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**Policy Statement**

Goldfarb School of Nursing at Barnes-Jewish College recognizes that social media sites like Facebook, Twitter, YouTube, and others have become important communication tools for our community. The following policy serves as a guideline for those seeking to establish a social media outlet involving any group, organization or individual representing the College.

**Official College Communication**

The College's official communication, including correspondence between students and employees (faculty/staff) regarding classes, schedules, and events, are to be conducted within college-sanctioned communication channels:

- Outlook e-mail for official college business
- Canvas for academic and clinical coursework

Any official correspondence or activity conducted outside these channels is not endorsed by the College.

**Social Media Content Guidelines**

Goldfarb supports the use of social media in personal/non-school or non-work contexts. As a student or employee at Goldfarb, you may encounter confidential information within the College or within the patient care environment during clinical practicum. Consistent with the BJC Confidentiality Statement that you signed at the beginning of your program/employment, it is your responsibility to refrain from any of the following:

- Using of patients' name (any identifier including initials, hospital name, etc.) and personal health information in any way
- Disclosing confidential information about the College, its employees, or its students
- Using information and conducting activities that may violate Goldfarb academic policies, or may violate local, state, or federal laws, and regulations

- Using the College logos for endorsements: Do not use the College logo, images, or iconography on personal social media sites.
- Using the College's name to promote a product, cause or political party or candidate.
- Stating personal opinions as being endorsed by the College.

If you identify yourself as a Goldfarb student or employee online, it should be clear that any views you express are not necessarily those of the institution. In the event that opposing views arise on a social media feed, exercise professional judgment. Goldfarb does not tolerate content from students or employees that is defamatory, harassing, libelous or inhospitable to a reasonable academic/work environment. Social media may be used to investigate student or employee behavior. Employees are also required to comply with BJC'S Policy #7.10 "Internet/Intranet Activity and Security" which can be found online via HR Hub.