

# SOCIAL MEDIA GUIDELINES

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## Social Media Guidelines

Social media sites offer powerful means of communicating for faculty, staff, students, alumni, and friends of the Johns Hopkins School of Nursing (JHSON). We encourage JHSON students to use these platforms to communicate with their classmates, colleagues, and peers; to share the news with the larger world; and to join in on conversations about news and happenings in their areas of interest. However, while social media sites create new opportunities to connect with others, students should be mindful of how their communications on personal social media accounts can and will reflect upon the School they attend, or organizations they've joined.

Johns Hopkins University has a formal social media policy (<https://policies.jhu.edu/doc/fetch.cfm/U2yyCY4S/>) for all employees and students. This policy has been harmonized across the Johns Hopkins enterprise. Please note, the transmittal or posting of patient/client data or photographs is prohibited.

The Office of Marketing and Communications (<https://nursing.jhu.edu/about-us/contact/directory/communications/>) manages the official social media accounts for JHSON. The team oversees and implements the School's social media policy, best practices, and daily content creation and distribution. The team also offers consultation and guidance for faculty, staff, students, departments/offices, and affiliated groups wanting to update and/or potentially launch social media accounts.

If you have questions or need additional guidance for social media at JHSON, please contact [son-communications@jhu.edu](mailto:son-communications@jhu.edu).