



The Use of Social Media in Neonatal Nursing Position Statement

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COINN (Council of International Neonatal Nurses, Inc) acknowledges that limited resources and/or personnel may restrict opportunities to implement the recommendations and action points. However, to improve health outcomes, the global neonatal care community must strive to uphold these recommendations. The position statements are applicable to any healthcare professional caring for neonates and their families. The statements interact with each other therefore, please read in conjunction with the associated position statements.

SUMMARY

The Council of International Neonatal Nurses, Inc. (COINN) recommends that all neonatal nurses and students must maintain professionalism in any social media postings.

BACKGROUND AND FACTORS

The use of social media is an important tool in today's healthcare and can support engagement and education, however, there are risks associated with its use (Runyon, 2023). Any neonatal nurse using social media must consider its impact on the community and the profession (Glasdam, et al., 2022; Marsh, 2023).

As members of a professional healthcare community neonatal nurses must understand the restrictions and guidelines around the sharing of information, commentary and photographs in social media (González-Luis, et al., 2022). Individuals, patients, and families can experience harm in relation to breached patient confidentiality, boundary issues or violations in professional relationships.

The goals of COINN are to promote improved outcomes for neonates and support the education of those providing the care. COINN recognises the importance of social media in helping to achieving this. The following recommendations and action points apply to any use of social media.

COINN RECOMMENDATIONS AND ACTION POINTS:

Establish social media guidelines for individual units or departments to provide guidance to the team, including:

1. Ensure best judgement is used prior to posting any material and consider if it might be inappropriate or harmful or might create a hostile environment.
2. Respect diversity and differences of opinions.
3. Consider copyright and intellectual property.
4. Always maintain confidentiality.
5. Do not respond to antagonistic or inflammatory dialogue.
6. Maintain professional boundaries with families.

REFERENCES

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