



PEDIATRIC NURSING  
CERTIFICATION BOARD

## Pediatric Nursing Certification Board Social Media User Guidelines

### INTRODUCTION

At PNCB we believe in conversation and the power of connection and encourage you to engage with the certified pediatric nursing community and share your passion for knowledge, competency, and excellence in the care of our nation's children. To foster a positive, responsible, and respectful experience for all users, PNCB's *Social Media User Guidelines* define the protocols for participating in the organization's social media sites. These guidelines reflect core values that embody PNCB's beliefs and the behaviors we promote to guide the actions of certificants, volunteers, and staff as well as our efforts to achieve the organization's mission and vision.

### BASIC GUIDELINES

The following rules apply for participation in PNCB's social media sites:

**Respect our differences; harassment and hostility are not welcome.** We all come from different backgrounds and beliefs. Keep conversations civil. Offensive comments or images that discriminate or demean any one person or group of people based on age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, disability, national origin, citizenship, or any legally recognized protected basis under federal, state, or local laws, regulations, or ordinances have no place in our community and will be removed.

**Value other opinions; deliberate disruptions are unacceptable.** There are many different sides and opinions to any given issue. PNCB seeks to foster an environment that allows for the open exchange of diverse views in a positive, welcoming, and safe environment. Engage in courteous and respectful dialogue with all members of the community. Do not deliberately disrupt discussions with off-topic, aggressive, or negative commentary. Do not post hostile, offensive, vulgar, hurtful, emotionally-violent comments that defame, libel, insult, abuse, harass, stalk, threaten, or attack anyone. If you don't have anything nice to say, don't say anything at all. Healthy debates are natural, but respectful language is required.

**Talk politics elsewhere.** We know political issues are important and we encourage you to find other channels outside of PNCB social media platforms to engage in politically driven debates unrelated to pediatric nursing certification and pediatric health. Do not post comments promoting political campaigns, specific political parties, or any sort of fundraising.

**Post authentic comments, not spam.** Posting content that advertises, promotes, or endorses products or services of any third party creates unnecessary noise that drowns out authentic content and engagement. Posting repetitive comments or content also disrupts the flow of conversation and reduces the value of social

media in keeping the community connected. Any posts considered spam will be removed. In addition, we will not publish links to third-party websites within fan pages or postings.

**Respect copyrighted content.** Unless you have explicit permission to do so, do not post content that you do not have a legal right to use (for example, material that infringes the copyright or other intellectual property rights of another person or organization). Although sharing of content is encouraged, there are ways of doing it to avoid problems. It is often the case that you need to gain permission and/or give credit in a specific way.

**Avoid offensive images/language.** Negative comments or images, gifs, memes, or links deemed to be offensive, inappropriate, in poor taste, or otherwise contrary to the purpose of the community are not welcome and will be removed.

**Show your authentic self.** Transparency is very important in gaining trust and building online relationships. Be clear about your identity. Use your real name on your accounts; anonymous activity is not permitted. Whether through social media or any other form of communication, you may not represent that you are speaking on behalf of PNCB unless you are authorized to do so by the organization.

**Protect private information.** Steer clear of making comments that include proprietary business information and personal details about others, including confidential information about patients.

**PNCB is not responsible for views expressed other than our own.** Comments, opinions, and information posted by a member of the public on any PNCB social media page are the opinions of the commenter or poster and do not imply endorsement of agreement with, or reflect the opinions or policies of PNCB. By posting content on a PNCB social media platform, you grant PNCB the nonexclusive, worldwide, transferable right and license to display, copy, publish, distribute, transmit, print, and use such information in any way and in any medium, including print, electronic, or digital form.

**Post responsibly; removal of posts will occur.** PNCB reserves the right to remove any post that violates the spirit of these guidelines or that, in our sole discretion, we otherwise consider objectionable. As such, we may delete comments or posts that contain the following:

- Discriminatory or hateful speech
- Profanity, obscenity, or vulgarity
- Nudity in profile pictures or posts
- Defamation to a person or people
- Name calling and/or personal attacks
- Comments whose sole purpose are to sell a product or service
- Comments that infringe on copyrights
- Spam, such as posting the same comment repeatedly on a profile
- Other comments that the PNCB social media team deems inappropriate

The above list is not exhaustive. PNCB also reserves the right to suspend or permanently block offenders from using the organization's social media channels following repeated violations.

## **CONTACT**

If you have questions about these guidelines, please contact PNCB at: [info@pncb.org](mailto:info@pncb.org).