EONS Social Media Guidelines[1]

Introduction – Social Media and EONS

Social media (SoMe) has become an integral part of our personal and our professional lives[2]. As an organisation, EONS has an increasing presence across a range of social media platforms. That is why we have provided this brief guide for EONS members. These guidelines are designed to help you when entering any SoMe forums and making comments related to EONS' work and objectives and to highlight the ways SoMe can be used to benefit our working lives, the cancer nursing profession and our patients.

When EONS is commenting or campaigning on important issues relating to cancer nursing across Europe, we very much welcome EONS members taking part in that conversation. For example, we encourage you to use the Twitter hashtags we provide for our major events – such as European Cancer Nursing Day and our annual conference – and to get involved with conversations around our advocacy priorities. It is a strength of our organisation that our members bring their voices to ongoing debates around recognition of cancer nursing, education, research and other key issues.

When taking part in an EONS SoMe conversation or participating in any social media forum when speaking as an EONS member, using an EONS hashtag or link, it is important that we only post about professional activities, that we speak with a common voice and purpose that reflects EONS' strategy, mission and values; that the tone of what we say is in line with our organisation's ethics and that we do not make any inappropriate comments that would damage EONS' reputation.

So, when using SoMe as an EONS member please remember:

- EONS is a professional organisation and what we say should reflect that and be accurate and well informed. If you are posting about a specific EONS issue, check first on our website at www.cancernurse.eu to see what we say about it.
- One of EONS' core values is that we recognise the diverse aspects of nursing across Europe and strive for equality for all cancer nurses regardless of gender, race, religion, sexual orientation or disability. At http://www.cancernurse.eu/about_eons/strategy.html you can find out more about our vision, mission and values.
- As a membership organisation our tone should be inclusive, friendly, supportive and approachable. Imagine that you are speaking to a specific person when you post – someone you respect and wish to be friendly towards.[3]

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[1] *These Guidelines have been produced by a sub-group of the EONS Communications Working Group.*
[2] *EONS members working within a professional healthcare environment will probably already have to adhere to a social media policy or standards laid down by their employer, especially around patient confidentiality, use of pictures etc. – these guidelines do not supersede those.*
[3] *See EONS Branding Guidelines for more on tone and style.*

- Always respect other people's privacy and do not share private or sensitive information about an organisation or individual/s without seeking their permission first.
- Before posting, pause for a moment and reread what you have written. Once it's gone you can't 'unsay' it. Remember that although you may be replying to one individual's post, what you write may be read by hundreds, or thousands, of people.
- When posting from events such as conferences and workshops, please ensure that any photos you use reflect networking or teambuilding activity and reserve photos related to hospitality (food, drink etc.) for your personal account.

Finally, thank you for reading this guide and for adding your voice on SoMe about subjects that matter to us all as EONS members. Together, through this powerful tool, we are sharing our experience and expertise and making sure that cancer nursing issues are at the top of the European healthcare agenda.

Follow EONS on SoMe
Facebook: www.facebook.com/cancernurseEU
(NB. EONS Young Cancer Nurses have a Facebook Group connected to the EONS Facebook page)
Twitter: twitter.com/cancernurseEU
Instagram: www.instagram.com/eu_oncology_nursing_society/
LinkedIn: www.linkedin.com/company/european-oncology-nursing-society-eons7/
YouTube: www.youtube.com/channel/UCbWJ9b2LfnCPlfRF9yE_CSw

Benefits of SoMe – For cancer nurses and for our patients
Nurses, patients and carers are becoming experienced users of SoMe. Patient communities and caregivers often participate and interact with nursing communities. A review of Twitter's activities has shown that these two communities are supported and linked together in a unique way that would not otherwise be possible. Therefore, SoMe are a valuable field of exploration for nurses. Nurses can benefit from the plethora of information, ideas and experiences that are exchanged on the web, engage responsibly and direct SoMe to make the most of them to ultimately improve patient care.[1]

How we can use SoMe effectively:
- Nurses worldwide adopt the use of SoMe to work together with healthcare professionals and organisations, to support nursing education as well as public health education, communicate within political and patient forums, enhance their professional development, and even search for job opportunities. [2]
- SoMe can be used on an individual and collective level. At an individual level, nurses can communicate with colleagues to exchange information and practices. Collectively, nurses can be involved in creating healthcare policies through the online interaction of scientific associations with state organisations. [3]
- SoMe is an effective way for clinical nurses and students in remote areas and geographical borders to participate in the discussion of issues that cause global concern.[4]

- The health of individuals and groups is now influenced by SoMe with an impact on nursing practice. [5] It is not surprising that SoMe has found a place in public health communication strategies.
- The use of SoMe is also widespread in hospital administrations. Nurse managers use SoMe to engage in discussions, support their nursing staff and their service users. [5]
- SoMe are linked to the professional development of nurses in four areas: clinical practice, academic development, administration and research. Continuous professional development is an activity that can use both formal and informal approaches that lead to the acquisition of professional knowledge, attitudes and skills behaviors. Informal learning can take the form of face-to-face conversations with colleagues or oral feedback on actions or achievements. As a result of the Internet, these approaches to knowledge sharing and broadcasting can be extended to online environments. SoMe in general and Twitter in particular, which can be used as a learning resource. [6]

Conclusion

SoMe has changed the landscape of communication and is an integral part of world culture. The use and impact of SoMe in nursing is constantly increasing, so are the many opportunities and challenges. SoMe is a powerful tool for both nurses and patients, but as with every tool we should be cautious and prudent. Nurses need to know how to use SoMe, taking into account the ethical obligations for their use, so that nursing science and practice can benefit and evolve.

References
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Quick reference table for maximising the full potential of SoMe – Do's and Don'ts

SoMe Platform	Do's	Don'ts
Facebook	• Add all contact your details & verify page • Join working group • Events created or shared get more attention and more participants • Invite friends • Use audio-visual content	• Write long scientific texts (consider: add gap + emoji) • Keep the same predictable style • Share exact content posted on other SoMe platforms • Use big links (consider: URL shortener) • Be slow to respond to messages and comments
Twitter	• Use many #hashtags • Create unique hashtags for each occasion • Tag partners, stakeholders, industry, sponsors and your knowledge community • Retweet from popular pages to increase audience (*e.g.* WHO) • Use to support your campaign and to reach policymakers to achieve your goal	• Share information already known • Use long text (Twitter imposes a character limit *i.e.* 280 characters) • Use childish or inappropriate style (Remember who your audience are) • Use capital letters and exclamation marks • Follow everyone (Ensure you have quality contacts)
LinkedIn	• Prefer quality than quantity • Keep it scientific (more text) • Create unique hashtags • Post in LinkedIn groups • Tag partners, stakeholders, industry, sponsors and your knowledge community	• Share information from unreliable resources (*e.g.* fake news) • Share same content posted on other SoMe platforms • Change your topic or style of writing (audience professionals) • Post spam • Post by quantity not quality
Instagram	• Post 24h Stories • Create highlight albums • Allow tagging or being tagged by many users • Use high quality location pictures • Strategically use hashtags (*e.g.* website link on your profile)	• Follow and unfollow • Keep it long and boring • Copy or imitate others • Keep same style (Consider: Engage with different audience) • Post rarely
YouTube	• Create high quality videos (HD Definition)	• Keep your channel and videos private

	• Share webinars, interviews, and video responses • Tag your videos with relevant keywords • Collaborate with other YouTubers around your size and similar content • Engage and respond often	• Give it all away at once • Ignore feedback • Ignore analytics • Abandon ship

We hope you found these Guidelines useful. If you have any feedback or questions, please send it to eons.communications@cancernurse.eu

The EONS Communications Working Group
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