SHARING ON THE WILD, WILD, WEB:
PRESERVING CONFIDENTIALITY AND
PROFESSIONALISM IN THE AGE OF
SOCIAL MEDIA

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LEARNING OBJECTIVES

Participants will be able to:

1. Describe the different ways in which we connect with each other online and list a variety of social media platforms currently available;
2. Recognize the “Good, The Bad and The Ugly” effects of engaging in social media;
3. Describe how social media further blurs the relationship boundaries between a direct support professional and the individual supported; and
4. List key guidelines for using social media more safely, responsibly and successfully.

Session Evaluation

Please access the Survey Monkey Questionnaire by:
a) scanning this matrix barcode with your smartphone (iPod, iPad, etc.);
b) accessing the survey web link at: https://www.surveymonkey.com/r/WILDWILDWEB

SHARING ON THE WILD, WILD, WEB:
PRESERVING CONFIDENTIALITY AND
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SOCIAL MEDIA
How We Connect on the Wild, Wild Web

“It’s like the Wild West, the Internet. There are no rules.”
Steven Wright

Social Media: What is it?

• Term social media used interchangeably with social networking.
• Definition:
  – Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.
Sharing on the Wild Wild Web: The Necessary Parts

In order to share on the Wild Wild Web, we need:

• Hardware
• Users
• A Network
• Software
• The Language

Sharing on the Wild Wild Web
The Hardware

• What vehicle do we use to share?
  – Computers
  – Tablets
  – Mobile Phones

Sharing on the Wild Wild Web
Users

• Who is sharing on the Wild Wild Web?
Sharing on the Wild Wild Web

Users

<table>
<thead>
<tr>
<th>Who uses social networking sites</th>
<th>% of Internet users within each group who use social networking sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>70</td>
</tr>
<tr>
<td>15-24</td>
<td>76</td>
</tr>
<tr>
<td>25-34</td>
<td>60.6%</td>
</tr>
<tr>
<td>35-44</td>
<td>49.5%</td>
</tr>
<tr>
<td>High school graduate or less</td>
<td>70</td>
</tr>
<tr>
<td>Some college</td>
<td>70</td>
</tr>
<tr>
<td>College</td>
<td>70</td>
</tr>
<tr>
<td>Income $39,999 or less</td>
<td>70</td>
</tr>
<tr>
<td>$40,000-$49,999</td>
<td>73</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>70</td>
</tr>
<tr>
<td>$75,000+</td>
<td>70</td>
</tr>
</tbody>
</table>

Network

- What is the network upon which we share?
  - Internet
  - Mobile network

Network

<table>
<thead>
<tr>
<th>Activity</th>
<th>% All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go Online</td>
<td>79</td>
</tr>
<tr>
<td>Visit government websites</td>
<td>67</td>
</tr>
<tr>
<td>Watch a video</td>
<td>66</td>
</tr>
<tr>
<td>Use social network sites</td>
<td>61</td>
</tr>
<tr>
<td>Send instant messages</td>
<td>47</td>
</tr>
<tr>
<td>Get financial info</td>
<td>38</td>
</tr>
<tr>
<td>Play online games</td>
<td>35</td>
</tr>
<tr>
<td>Read blogs</td>
<td>32</td>
</tr>
</tbody>
</table>

Source: Pew Research Center (2010)
Sharing on the Wild Wild Web

Network

• Mobile Networks

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Cell Phone Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send/receive text messages</td>
<td>81</td>
</tr>
<tr>
<td>Access the internet</td>
<td>60</td>
</tr>
<tr>
<td>Send/receive email</td>
<td>52</td>
</tr>
<tr>
<td>Download apps</td>
<td>50</td>
</tr>
<tr>
<td>Get location-based information (e.g., directions)</td>
<td>49</td>
</tr>
<tr>
<td>Listen to music</td>
<td>48</td>
</tr>
<tr>
<td>Participate in a video call or video chat</td>
<td>21</td>
</tr>
<tr>
<td>“Check-in” or share location</td>
<td>8</td>
</tr>
</tbody>
</table>

Source – Pew Research Center (2013)

Sharing on the Wild Wild Web

Software/Website

• What platform do we use to share with others?

Sharing on the Wild Wild Web

Software

<table>
<thead>
<tr>
<th>Platform</th>
<th>% All Internet Users</th>
<th>% Male Users</th>
<th>% Female Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>71</td>
<td>66</td>
<td>76</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>22</td>
<td>24</td>
<td>19</td>
</tr>
<tr>
<td>Pinterest</td>
<td>21</td>
<td>8</td>
<td>33</td>
</tr>
<tr>
<td>Twitter</td>
<td>19</td>
<td>22</td>
<td>15</td>
</tr>
<tr>
<td>Instagram</td>
<td>17</td>
<td>15</td>
<td>20</td>
</tr>
</tbody>
</table>

Source – Pew Research Center (2013)
Sharing on the Wild Wild Web
The Language

- What’s the terminology that describes sharing on the web?
The Good, the Bad and the Ugly Effects of Engaging in Social Media

- Spreads information faster
  
  "In China, Dad Uses Social Media To Find Missing Boy"
  
- Improves relationships
  
  "Study: More than a third of new marriages start online"

The Good, the Bad and the Ugly Effects of Engaging in Social Media

- Finding a job/employees
  
  "To Fill Holiday Jobs, Retailers Reach Out Through Social Media"

- Improves quality of life
  
  "Flocking behavior lands on social networking sites"

- Facilitates political/social change
  
  "Social Media and Social Change: How Young People are Tapping into Technology"

- Keeps seniors connected
  
  "Social media keep retirees connected in"

By: JOHN TIMMER - Associated Press - Friday, October 10, 2014
The Good, the Bad and the Ugly Effects of Engaging in Social Media

• Helps people stay connected
  
  Social media allow military families a deeper connection
  
  By Mike Chadbourn, USA TODAY
  
  Updated 11/25/14

• Quick spread of public health and safety info

The Good, the Bad and the Ugly Effects of Engaging in Social Media

• Disarms social stigmas
  
  “I Will Listen”: How Social Media Can Diminish the Stigma of Mental Illness
  
  A campaign gets users of Facebook, Twitter, Instagram and other social media to act as a support group

The Good, the Bad and the Ugly Effects of Engaging in Social Media

• Spread of unreliable/ false information
  
  Twitter Troll Who Posted Fake Sandy News Apologizes to Internet

• Entices time wasting/ decreases productivity
  
  Social Media Distractions Cost U.S. Economy $650 Billion [INFOGRAPHIC]
The Good, the Bad and the Ugly Effects of Engaging in Social Media

- **Cyberbullying**
  
  *Anonymous social media applications encourage cyberbullying*

- **Harm to employment prospects**
  
  *Recruiting, Reinvented: How Companies Are Using Social Media In The Hiring Process*

The Good, the Bad and the Ugly Effects of Engaging in Social Media

- **Breaching confidentiality of employer**
  
  *Ex-Microsoft employee charged with passing blogger trade secrets, prosecutorlogs worker and blogger's Microsoft code, internal documents*

- **Publicizing “questionable” POVs/ life choices**
  
  *Teacher sacked for posting picture of herself holding glass of wine and mug of beer on Facebook*

The Good, the Bad and the Ugly Effects of Engaging in Social Media

- **Breaching client confidentiality**
  
  *HCPC sanctions social worker over Facebook posts, another in child protection case complained after finding the social worker's Facebook comments about the case via Google*

- **Damaging reputation of employer**
  
  *’Big Brother’ contestant fired from social services agency after using derogatory term on air*
The Good, the Bad and the Ugly Effects of Engaging in Social Media

- **Damaging staff credibility**
  - Counseling against alcohol use while displaying photos showing alcohol use on social media

- **Influencing inappropriate/harmful client behaviour**
  - Staff posting photos of themselves at the beach that influence sexually inappropriate behaviour in a supported individual

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**Case Study**

Jeff has invited Tony, his SIL client, to his home for Thanksgiving dinner and everyone is seated around the table. Tony, who enjoys the occasional glass of wine, is having one with his dinner. Jeff’s sister gets her camera out and says, “OK everyone! Raise your glasses. I want to put a picture on Facebook.”

a) What potential concerns might arise from this situation?
b) Is there any way that this situation could harm Jeff, Tony, the agency?
c) How should Jeff handle this situation?

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**Navigating Relationship Boundaries**
Meaning of Developmental Services Worker (DSW)

A Developmental Services Worker is an individual who has graduated with a Developmental Services Worker Diploma in the province of Ontario, or equivalent. Equivalency would include a post secondary degree or diploma in a related area plus direct work experience in developmental services.

Developmental Services Worker Standards of Practice 2011 – published by the Developmental Services Special Interest Group of the Ontario Association on Developmental Disabilities (O.A.D.D.)
OAADD Website: http://www.oadd.org/

DSSIG Co-Chair: Mark Benner, Fanshawe College, London, 519-452-4186
mbenner@fanshawec.ca

DSWs right now

• Currently DSWs
  - Have varied educational backgrounds and experience
  - Are not a regulated profession
  - Have no college or governing body
  - Have no universal job description/ expectations

• The general public does not know what a DSW does or what to expect from them

Developmental Services Worker Program Standard, 2012

• Ministry of Training, Colleges and Universities approved program standard, mandated for use in DSW Programs in community colleges across Ontario
• DSW Standards of Practice 2011 are incorporated into mandated Program Standard for Developmental Services Worker Program
• Developmental Services Core Competencies are embedded in the Program Standard

Why Boundaries are Important:

- Boundaries establish **who we are** in relation to **other people**
- Boundaries enable us to **function** according to our commitments
- Boundaries protect us from **compromising** our core values as a person and as a professional
- Involves issues of power, influence and control

Benefits of social media

- Can foster relationships between co-workers
- Can assist in training and professional education
- Can help co-ordinate care with other professionals
- Staff can train people with developmental disabilities to use social media to build social connections of their own.

Negative effects of social media

- Your job/career can be affected by social media mistakes now or later.
- Background checks can find pictures like this on the Internet
- Can negatively impact relationship between caregiver and person supported by blurring boundaries
The “add photo” option on Facebook should probably be renamed the “you’ll soon regret posting this” button.

(Collier, 2012)

Direct Service Workers sometimes fail to consider the potential impact of what they say online, and need to realize that one “momentary lapse in judgment” can tarnish the entire profession.

(Collier, 2012)

What are other professionals doing about it?

- The Council of the Ontario College of Teachers—Professional Advisory: Use of Electronic Communication and Social Media, 2011
- Ontario Nurses Association – Released The Yays and Nays Of Social Media, 2012
Case Study

Jill is a DSW supporting Bob in a group home setting. One Sunday, Jill is at her child's birthday party when Bob arrives at the door with a present saying “I saw the picture you posted earlier on Facebook, and it said “The party has started! Come on over!” So “Here I am!”

a) What boundaries might be crossed here?
b) What could the impact be on Bob?
c) How should Jill handle this situation?
d) How can Jill avoid this happening in future?

Keep client’s personal information to yourself

- Even if you do not disclose the person’s personal information, you may unintentionally violate your confidentiality privilege.
For example

- In a recent case, a Rhode Island emergency room physician had detailed her patient’s ailment on Facebook, and although she did not explicitly mention the patient’s name or demographics, the characteristics of the injury were specific enough so that a colleague was able to identify the individual.
- As of April 16, 2012, the physician’s clinical privileges at the hospital have been terminated.

Case Study

- Your co-worker posts the following on her Facebook page
  
  “today was a terrible day – my shirt got ripped right off my back!”

Is this a breach of confidentiality?
If yes, Why?

Don’t Let This Happen to You!
A 12-Word Social Media Policy

Don’t Lie, Don’t Pry, Don’t Cheat, Can’t Delete, Don’t Steal, Don’t Reveal.

(Farris Timmi, M.D., Mayo Clinic Centre for Social media, 2012)

Think It Can’t Happen to You?

• A waitress was fired for griping on Facebook about an inadequate tip left by a customer. The employer had a policy against disparaging customers or putting the restaurant in a bad light.

• An emergency medical technician posted a murder victim photograph online; he was fired, though the employer did not give a reason for the dismissal.

Think It Can’t Happen to You?

• A university diversity director resigned when it was discovered that he posted blog items including one that said “women are not as smart as men.” He claimed that the blog was “clearly satirical” and that he wrote the items before accepting the university job.

• A fast food worker in Sweden was fired for posting negative comments on a blog about that employee’s company.
Tips for You to Stay Safer on the Wild Wild Web

• If you have a personal profile on Facebook, use the privacy settings to restrict who can see it — and make sure to stay updated on Facebook’s ever-changing privacy settings.

Tips for You to Stay Safer on the Wild Wild Web

• Know your employer’s philosophy, policy, procedures and proprietary information on social media.

• Does your organization have a policy?

Tips for You to Stay Safer on the Wild Wild Web

Never post or tweet information or pictures about clients, even generically without names. The Internet has made our world much smaller and the risk of boundary violations much greater.

(Johnson, 2014)
Tips for You to Stay Safer on the Wild Wild Web

• Do keep your personal online activities separate from professional ones.

• Screen and Monitor your online presence—Google yourself to see what others can see.

Remember....

It's not wise to “friend” or “follow” your clients and their families. This violates the boundaries of the relationship

(ONA, 2012)
Final Thought

Pause before you post,
reflect before you Click!

(College of Occupational Therapists of Ontario, 2014).

Reference – news articles

- http://www.usatoday.com/story/news/nation/2013/06/03/online-dating-marriage/2377961/
- http://www.sciencemag.org/content/336/6087/1426.full
- http://www.scientificamerican.com/article/i-will-listen-how-social-media-can-diminish-the-stigma-of-mental-illness
- http://mashable.com/2012/10/30/sandy-fake-news-apology/

References – news articles

- http://mashable.com/2012/11/02/social-media-work-productivity
References/ Resources

- Ontario Nurses Association (2012). --The The Yays Nays Of Social Media
- Timms, F. (2012). A 12-Word Social Media Policy, Mayo Clinic Center for Social Media

Questions?

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