Sharing on the Wild, Wild, Web: Preserving Confidentiality and Professionalism in the Age of Social Media

November 18, 2014

Session Evaluation

Please access the Survey Monkey Questionnaire by:

a) scanning this matrix barcode with your smartphone/ iPod/ iPad; OR

b) accessing the survey web link at:
https://www.surveymonkey.com/r/WILDWILDWEB

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

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COMMUNITY NETWORKS OF SPECIALIZED CARE
RÉSEAUX COMMUNAUTAIRES DE SOINS SPÉCIALISÉS
NORTH/NORD

November 18, 2014

LEARNING OBJECTIVES

Participants will 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.

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How We Connect on the Wild, Wild Web

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"It's like the Wild West, the Internet. There are no rules."

Steven Wright

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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.

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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

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Sharing on the Wild Wild Web
The Hardware

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

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Sharing on the Wild Wild Web
Users

- Who is sharing on the Wild Wild Web?

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Sharing on the Wild Wild Web
Users

Who uses social networking sites

% of internet users within each group who use social networking sites

	All internet users	74%
a	Men	72
b	Women	76
a	18-29	89[cd]
b	30-49	82[cd]
c	50-64	65[d]
d	65+	49
a	High school grad or less	72
b	Some college	78
c	College+	73
a	Less than $30,000/yr	79
b	$30,000-$49,999	73
c	$50,000-$74,999	70
d	$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.
Note: Percentages marked with a superscript letter (e.g., [a]) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).
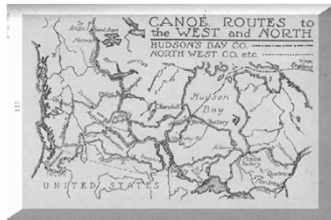
PEW RESEARCH CENTER

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Sharing on the Wild Wild Web
Network

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

The PICTURE GALLERY of CANADIAN HISTORY Vol. 2 1763 to 1830.
Text on Page 132, Illustration on page 111.

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Sharing on the Wild Wild Web
Network

- Internet

Activity	% All Adults
Go Online	79
Visit government website	67
Watch a video	66
Use social network sites	61
Send instant messages	47
Get financial info	38
Play online games	35
Read blogs	32

Source – Pew Research Center (2010)

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Sharing on the Wild Wild Web
Network

- Mobile Networks

Activity	% Cell Phone Owners
Send/receive text messages	81
Access the internet	60
Send/ receive email	52
Download apps	50
Get location-based information (e.g. directions)	49
Listen to music	48
Participate in a video call or video chat	21
"Check in" or share location	8

Source – Pew Research Center (2013)

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Sharing on the Wild Wild Web
Software/ Website

- What platform do we use to share with others?

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Sharing on the Wild Wild Web
Software

Platform	% All Internet Users	♂	♀
Facebook	71	66	76
LinkdIn	22	24	19
Pinterest	21	8	33
Twitter	19	22	15
Instagram	17	15	20

Source – Pew Research Center (2013)

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Sharing on the Wild Wild Web
The Language

- What's the terminology that describes sharing on the web?

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Sharing on the Wild Wild Web
The Language

Follow Status Tag Invite Like Retweet Connect Hashtag Profile Check-in Upload Share Subscribe Viral Post Pin Favorite Tweet

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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
  February 10, 2011 6:47 AM ET

- Improves relationships

  Study: More than a third of new marriages start online
  Sharon Jayson, USA TODAY   3:16 p.m. EDT June 3, 2013

  Relationships that began online are slightly happier, the research finds.   Get **FREE movie tickets** by test-driving a vehicle!

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

- Finding a job/ employees

  BUSINESS
  To Fill Holiday Jobs, Retailers Reach Out Through Social Media

- Improves quality of life

  'Flocking' behavior lands on social networking sites
  Updated 9/28/2009 3:12 AM | Comment 回 | Recommend E-mail | Print | Re

  "For the most part, being part of a social network is good for you, research suggests. For example, a study in this month's *Scientific American Mind* finds that social support and social networking offer benefits, from additional resilience to greater life satisfaction to reducing the risk of health problems."

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

- Facilitates political/ social change

  Social Media and Social Change: How Young People are Tapping into Technology
  SUBMITTED BY RAVI KUMAR ON MON, 01/14/2013

- Keeps seniors connected

  Social media keep retirees connected
  18   0   18   By JOHN TIMPANE - Associated Press - Friday, October 10, 2014

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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 Chalmers, USA TODAY   Updated 11/24/2

- Quick spread of public health and safety info

WHO @WHO · Oct 29
#Schizophrenia is a severe mental disorder affecting more than 21m people worldwide. See the facts: goo.gl/drO2em
↩ ♻ 160   ★ 67   •••

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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

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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]

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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

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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
Prosecutors: Angry worker sent blogger Windows 8 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
By DAILY MAIL REPORTER

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

- Breaching client confidentiality

HCPC sanctions social worker over Facebook posts
Mother 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

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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

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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.)
http://www.oadd.org/docs/DSW_Standards_of_Practice_June_2011.doc
OADD Website: http://www.oadd.org/

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

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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

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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

http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/humserv/edevserw.pdf

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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

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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.

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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

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The "add photo" option on Facebook should probably be renamed the "you'll soon regret posting this" button.

(Collier, 2012)

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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)

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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
- **College of Occupational Therapists of Ontario**– Released Practice Guidelines: Using Social Media, February 2014.

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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?

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A Guide to
Surviving a
Social Media
Mishap

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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.

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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.

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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?

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Don't Let This Happen to You!

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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)

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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.

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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.

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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.

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Tips for You to Stay Safer on the Wild Wild Web

- Know your employer's philosophy, policy, procedures and proprietary information on social media (College of OT, 2014).

- Does your organization have a policy?

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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)

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Tips for You to Stay Safer on the Wild Wild Web

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

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- Screen and Monitor your online presence – Google yourself to see what others can see.

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Remember….

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

(ONA, 2012)

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Final Thought

Pause before you post,
reflect before you Click!

(College of Occupational Therapists of Ontario, 2014).

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Reference – news articles

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Questions?

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