ETHICS IN SOCIAL MEDIA: Protection for Clinicians

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SOCIAL WORK AND THE INTERNET

What is your earliest memory of working on a computer?

I am a ☐ Digital Native ☐ Digital Immigrant

How do you most often use the internet?

What opportunity came from Napster?

Three ways that social media impacts our clients...

1. ____________________________________________________________

2. ____________________________________________________________

3. ____________________________________________________________

What are two ways that the social work profession is using the internet?

1. ____________________________________________________________

2. ____________________________________________________________

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COACHING AND SPEAKING
When was the Technology in Social Work Practice Standards released?

What are the three basic purposes of the code?

1. 

2. 

3. 

ACCURACY

Standard 1.01: Ethics and Values
When social workers use technology to provide information to the public, they shall take reasonable steps to ensure that the information is accurate, respectful, and consistent with the NASW Code of Ethics.

Standard 1.02: Representation of Self and Accuracy of Information
When social workers use technology to provide information to the public, they shall take reasonable steps to ensure the accuracy and validity of the information they disseminate.

Standard 2.24: Control of Messages
Social workers who use technology for community organizing and social advocacy shall be aware that they may have limited or no control over how their electronic messages may be used, shared, revised, or distorted.
PROFESSIONALISM

Standard 3.11: Treating Colleagues with Respect
Social workers who communicate using electronic tools shall treat colleagues with respect and shall represent accurately and fairly the qualifications, views, and obligations of colleagues.

Standard 2.11: Use of Personal Technology for Work Purposes Social workers shall consider the implications of their use of personal mobile phones and other electronic communication devices for work purposes.

Standard 2.09: Maintaining Professional Boundaries Social workers who provide electronic social work services shall maintain clear professional boundaries in their relationships with clients.

CLIENT-CENTERED

Standard 2.10: Social Media Policy Social workers who use social media shall develop a social media policy that they share with clients.

Standard 2.27: Social Media Policies Social work administrators and supervisors shall consider developing social media policies to guide employees and volunteers who work in their organizations.

Standard 2.15: Organizing and Advocacy When using technology to organize communities and advocate, social workers shall take reasonable steps to ensure that the information shared using technological tools is honest, accurate, and respectful.
3 P'S OF POSTING

What are the three P's of online posting?

1. 

2. 

3. 

Be aware of the Online Disinhibition Effect. This phrase coined by John Suler, Ph.D., asserts that we behave differently when we are anonymous, invisible and in an imaginary world with no consequences. It plays an important role in cyber-bullying, online commentary, and even online dating.

How could the Online Disinhibition Effect impact your posting behavior?

What is the Circle of Consent? How will you handle this with your friends, family, and colleagues?
GOOGLE AND SOCIAL MEDIA

Why would you set a Google alert?

Name each platform and either set your personal policy or name a feature for each.

- LinkedIn
- Facebook
- Twitter
- Pinterest
- Instagram
- YouTube
1. PRIVATE PRACTICE-
You are so excited about a new client that called your private practice today. She said she found you through your Psychology Today profile and you are finally feeling like that $30 a month investment might be worth it after all. During the call, you set up your first appointment and are feeling great about getting started. Two days later, you receive a Facebook friend request from this new client. What do you do?

2. YOUTH PROGRAMS-
Your non profit agency works with adolescents to help them stay in school. You know that regular communication has been effective for helping to keep kids in school. Your supervisor realizes that most of the kids are on Facebook or are constantly available via text. She is suggesting that we meet them where there are and begin to engage them via Facebook and text. She knows you have attending a training on social media in social work and wants you to set it up. What would you do?

3. INPATIENT FACILITY-
You work in a psychiatric inpatient program at the hospital. This morning a patient was admitted and seems to have given a vague threat of self-harm but is very uncommunicative. The team is really trying to appropriately assess how serious the suicide risk might be. Someone suggested that they take a look at the client’s recent Facebook, Twitter and Instagram feeds. She feels like it will help everyone have a better understanding of what is actually going on with the patient. You would know if there have been any recent relationship or work problems...What would you do?
REAL WORLD VIGNETTES

4. SUPERVISION-
You are an LCSW-C in a recovery program for women and children. You are supervising a new graduate that just received her LGSW. She LOVES social media and is always talking to you about something she saw online. About two months into her employment, you notice that she has been taking pictures with some of the clients and their children. You suspect that she might be uploading them to social media sites. A colleague suggests that you should check out some of her profiles to see what’s happening. What do you do?

5. ONLINE COMMUNICATION
You recently joined an online forum for social workers. You remember that the lady in the Ethics in Social Media training said that was a good way to use social media. In the online group, you notice a former colleague of yours. You remember that she had made a lot of derogatory comments about people with disabilities and vowed to never work with them. Then yesterday she started again complaining about a client in her organization serves that population. What do you do?

SOCIAL MEDIA POLICY RESOURCES

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