



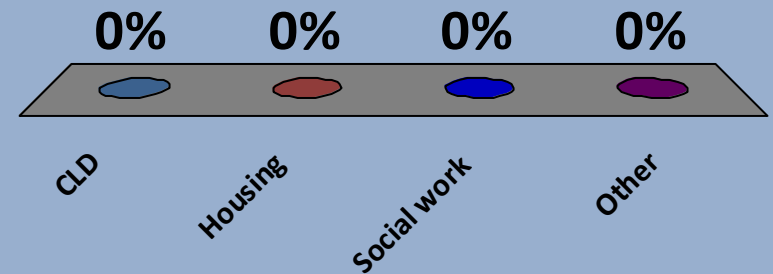
SOCIAL MEDIA

PRACTICE AND ETHICS

REGISTERED AND NON-REGISTERED PROFESSIONS

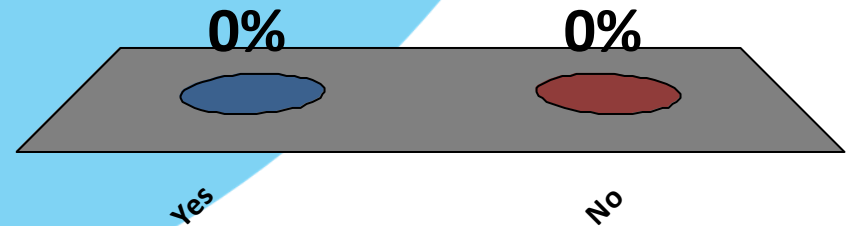
1. Who is in the room?

1. Angus
2. Dundee
3. Fife
4. Perth & Kinross



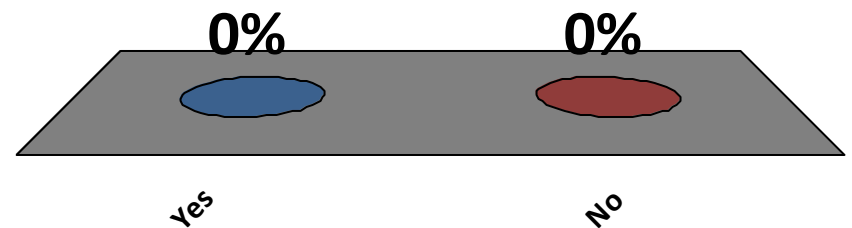
2. Do you know your workplace policy on the use of social media?

1. Yes
2. No



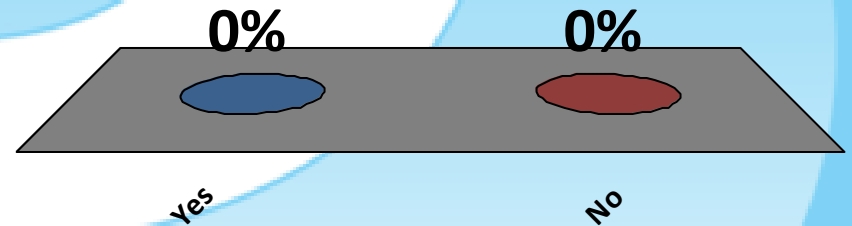
3. Do you know your professional guidance on the use of social media?

1. Yes
2. No



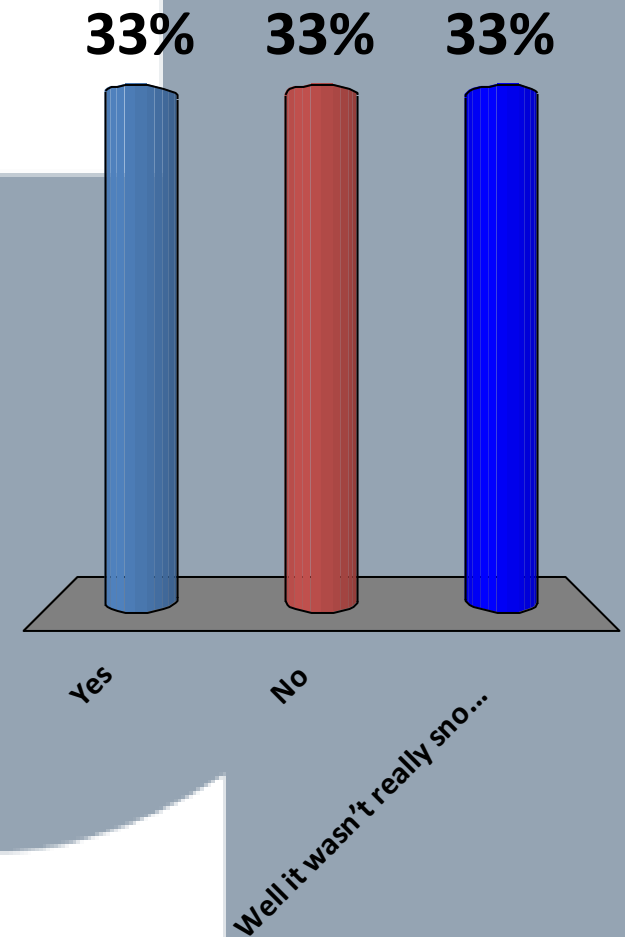
4. Do you use social media for personal use?

- 1. Yes
- 2. No



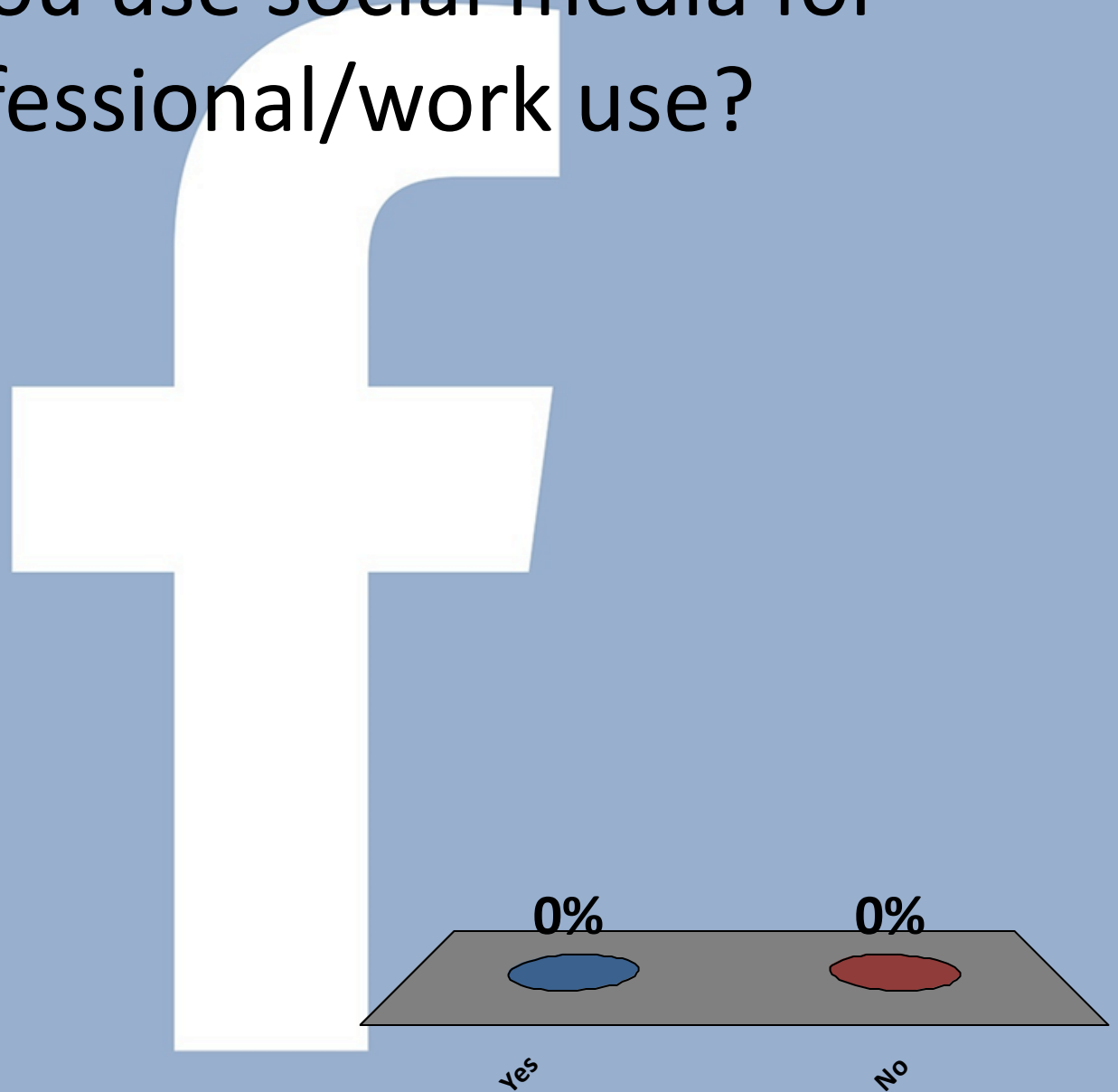
5. Have you ever “snooped” on someone’s social media profile?

1. Yes
2. No
3. Well it wasn't really snooping but



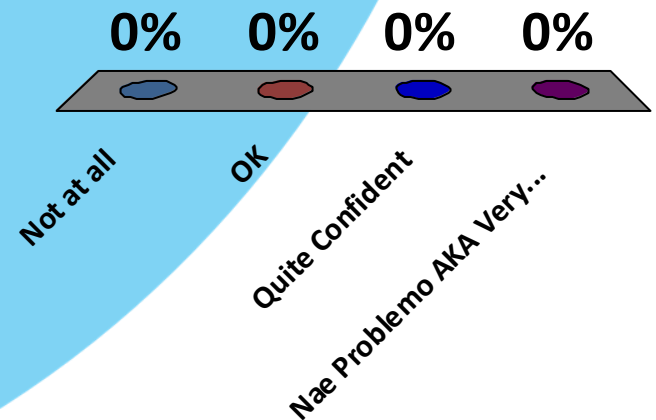
6. Do you use social media for professional/work use?

- 1. Yes
- 2. No



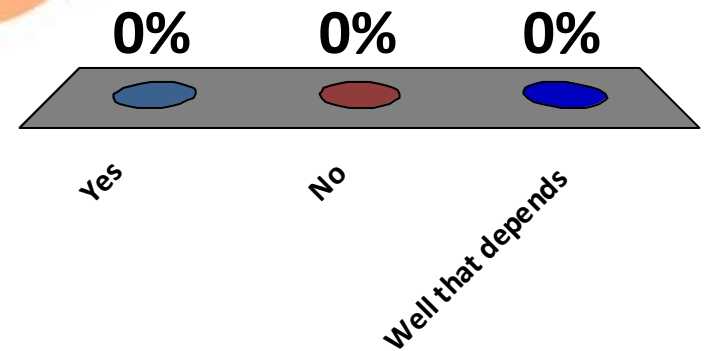
7. How confident are you in managing the dilemmas of social media?

1. Not at all
2. OK
3. Quite Confident
4. Nae Problemo AKA Very Confident



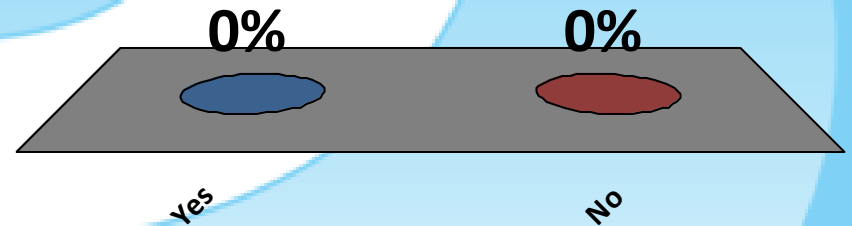
8. Would you be “friends” on social media with someone using your service?

- 1. Yes
- 2. No
- 3. Well that depends



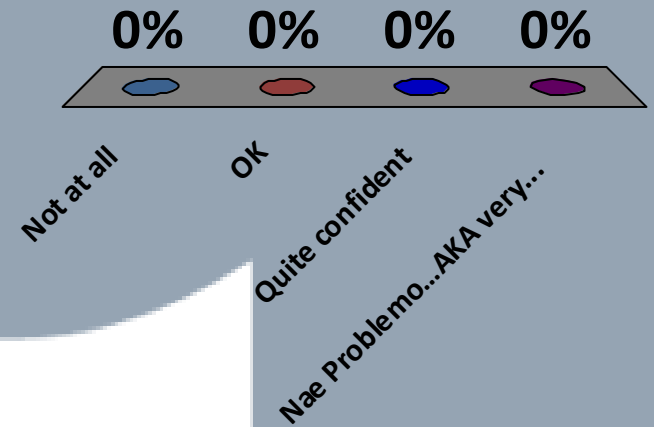
9. Would you use social media to find out information about someone using your service?

1. Yes
2. No



10. Should a worker be disciplined for making discriminatory remarks on social media?

- 1. Yes
- 2. No



The logo for the Standards Council for Scotland, featuring the letters 'CLD' in a large, bold, purple font.

STANDARDS COUNCIL FOR SCOTLAND

In particular community learning and development practitioners **will:**

- Challenge any unlawful or unjustifiable discrimination by constituents, other community learning and development practitioners and colleagues in other professions

Community learning and development practitioners **will not:**

- Behave in such a way, inside or outside of work, that will call in to question the individual's suitability to work in community learning and development

- Behave in such a way, inside or outside of work, that will bring the profession of community learning and development in to disrepute

As a social service worker, you must uphold public trust and confidence in social services

In particular you must not:

5.5 Discriminate unlawfully or unjustifiably against service users, carers or colleagues

5.6 Condone any unlawful or unjustifiable discrimination by service users, carers or colleagues

5.7 Put yourself or other people at unnecessary risk

5.8 Behave in a way, in work or outside work, which would call into question your suitability to work in social services



Doctors' use of social media



1 In *Good medical practice** we say:

- 36 You must treat colleagues fairly and with respect.
- 65 You must make sure that your conduct justifies your patients' trust in you and the public's trust in the profession.
- 69 When communicating publicly, including speaking to or writing in the media, you must maintain patient confidentiality. You should remember when using social media that communications intended for friends or family may become more widely available.

- 70 When advertising your services, you must make sure the information you publish is factual and can be checked, and does not exploit patients' vulnerability or lack of medical knowledge.

2 In *Confidentiality*[†] we say:

- 13 Many improper disclosures are unintentional. You should not share identifiable information about patients where you can be overheard, for example, in a public place or in an internet chat forum...



Social Media

Getting in a pickle...

Medical student 'struck off' before he even started – because of a Facebook post

Mr Ed · Civil liberty & Regulation · Health · How very odd!

A fourth-year medical student at Leicester University, Mr Ravindu Thilakawardhana, has been deemed unfit to practice medicine by the University, after making comments on Facebook towards someone who had annoyed him, [the Independent tells us](#). It appears that he will not be permitted to complete his degrees and graduate, quite a long way down the line too.

Ravindu Thilakawardhana, who was in his fourth year studying medicine at the University of Leicester, became furious when a fellow student posted explicit pictures of his friend onto the social networking site.

Mr Thilakawardhana retorted with a photo of the actor Liam Neeson accompanied by the words: "I will look for you, I will find you, and I will kill you," the Leicester Mercury reports.

He later sent a private message to the student saying: "I don't want to see you on a night out in Leicester, or in the UK."

The student reported Mr Thilakawardhana to the medical school who reprimanded him, before deeming him "unfit to practice medicine".

The matter is going to law, with Mr Thilakawardhana taking legal action in the hope of having his sanction overturned.

There has been no criminal conviction (not even a prosecution) of Mr Thilakawardhana over his action, and yet his career is effectively ruined, as things stand, because of an intemperate post. This has all the hallmarks of a grotesque reaction to me.

How many other medical students might be barred from the ~~closed-shop~~ profession for expressing attitudes that render them 'unfit to practice medicine'? How wide might this 'catch-all' classification extend? Has all common sense left the University? (Yes, I know, by definition...) Is this not tyrannical, with echoes of [Dr Bonham](#)?

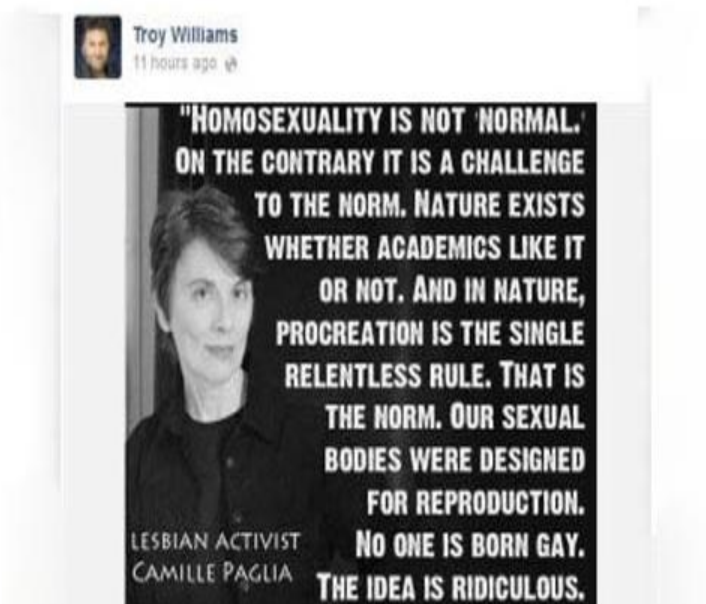
Teachers warned over befriending pupils on Facebook

Experts warn of big gulf in school social networking policies, as staff use Twitter, chatrooms and emails to contact children



A web safety consultant said Facebook could be a useful tool but that teachers should keep their private profile separate. Photograph: Brendan O'Sullivan/Getty Images

More than one in 10 school teachers accused of misconduct last year had used social networking sites and email to forge inappropriate relationships with their pupils, an analysis of disciplinary cases has found



AUG 06 **YOUTH WORKER CONDEMNED FOR HOMOPHOBIC COMMENT ON FACEBOOK**

LAST UPDATED // WEDNESDAY, 06 AUGUST 2014 10:24

[Tweet](#) [G+1](#) [Like](#) 2 [Like](#) 9

Gay rights advocates have called for training and stricter guidelines for youth workers and chaplains after a Tasmanian youth worker and chaplain at Hobart College posted comments on Facebook saying homosexuality is abnormal.

THE NAMED PERSON SCHEME...



Undermines parents and permits the state unlimited access to pry into the privacy of families in their homes



Wastes limited resources on a bloated bureaucracy siphoning public money away from the protection of vulnerable children



Allows the use of intrusive powers to interfere with family life



TROLL MAKE INTERNET MAD.
TROLL LIKE ANGER.
TROLL WANT PEOPLE AS
MISERABLE AS TROLL.



Have you ever rejected a candidate because of what you saw about them on a social networking site?

69%

Yes

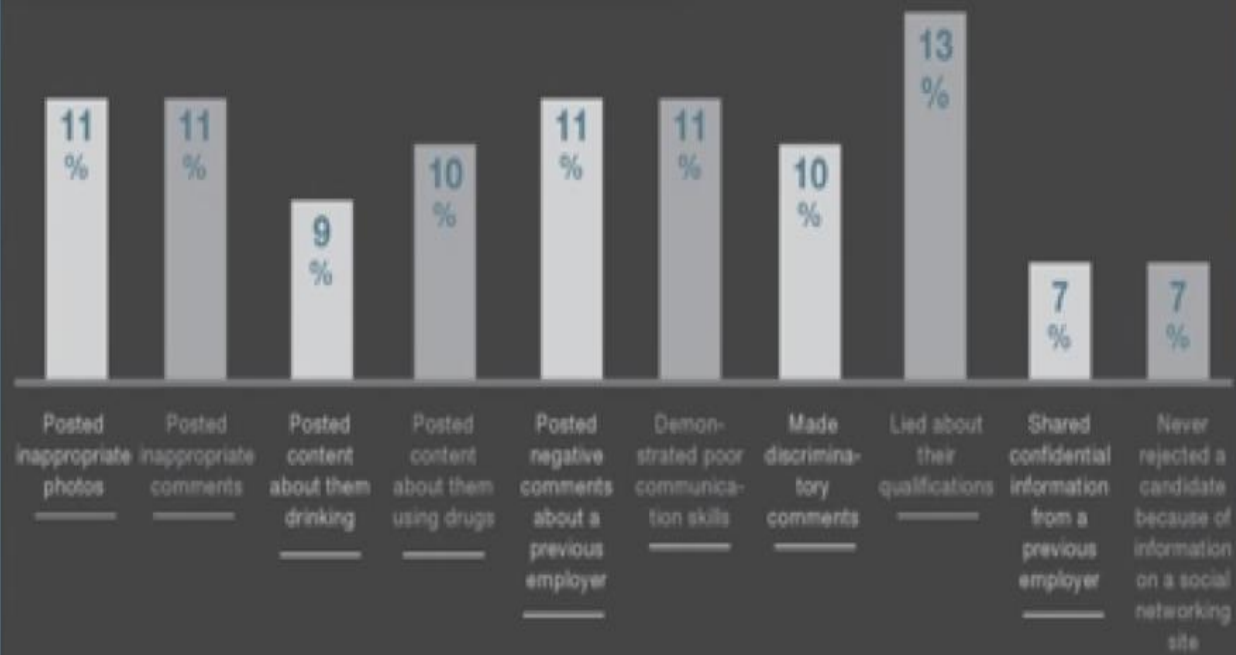
26%

No

5%

I don't use those sites to screen prospective employees

Why have you rejected those candidates?





American Red Cross

@RedCross



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettngslizzerd](#)

HootSuite • 2/15/11 11:24 PM



Social Media

Exploring Dilemmas

Social Work



Social Media

About

Created by

Collaborate

Credits

Connect

A primary aim of this resource is to encourage discussion and debate. After using the app click the buttons here to engage in online discussions about the issues explored.

Connect online

Some useful resources

If you find this app useful please click the email button below to share it with others.

Email



**Follow, chat with Tarsem
and others on Twitter:**

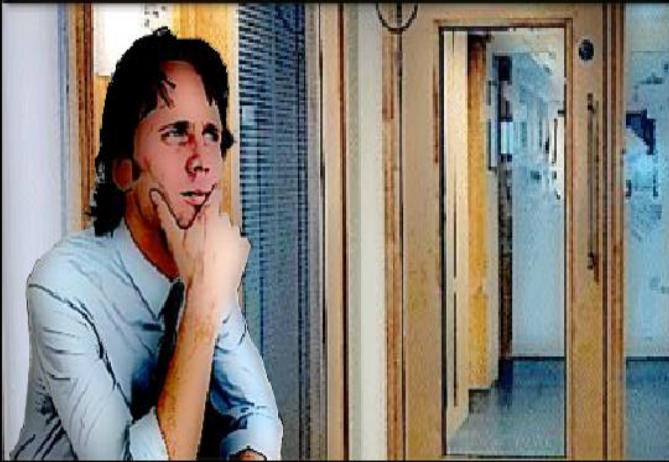
 **@Akali65**

© T.S.Cooper 2014

Start 

Introduction

Adrian is a new social work and anxious. He wants to provide good social media guidance to his team.



Your role

In this scenario you play the role of a fellow team manager.

SKIP INTRO 

Social Media

Background

You and Adrian are going to a monthly Team Managers supervision meeting. The aim is to share experiences to improve team practices.

This scenario should take about 20 minutes to complete. In the scenario Adrian will take your advice. There are seven possible endings and only one that'll be beneficial to Adrian's team.

Challenge

An unhelpful outcome will mean having to start from the beginning again. Can you provide Adrian with the best advice first time around?

Click the arrow to proceed...



 **RESTART**

You are going to meet...

Derek - Team Manager

Qualified: 19 years

Team Manager: 10 years

Social media experience:

Comfortable in personal use, not sure how social media can be used professionally.



← RESTART

Navdeep - Team Manager

Qualified: 15 years

Team Manager: 5 years

Social media experience:

Uses to stay in touch with friends and family. Recently started to explore in professional capacity.



You are going to meet...

← RESTART

Derek - Team

Qualified: 19 y

Team Manager

Social media e

Comfortable in

use, not sure h

media can be use

professionally.

Your Goals:

Through peer support, you want to help Adrian ensure his team's social media practices are consistent with social work ethics and values.

Additional learning opportunities:

Once you complete the scenario, discuss the reasons for your decisions with colleagues.



After some further discussion,
Adrian outlines another incident...

Kate is working with
a family with no
concerns of risk...

... she has a new
student on placement
called John...

... she came to see
me about the
following situation...



← **RESTART**

Before meeting the family for the first
time, I asked John to look at their files...

... he did this but he also looked at
their open social media profiles...



After some further discussion,
Adrian outlines another incident...

Kate is working with
a family with no
concerns of risk...

... she has a new
student on placement
called John...

... she came to see
me about the
following situation...




← **RESTART**

Before meeting the family for the first
time, I asked John to look at their files...

... he did this but he also looked at
their open social media profiles...

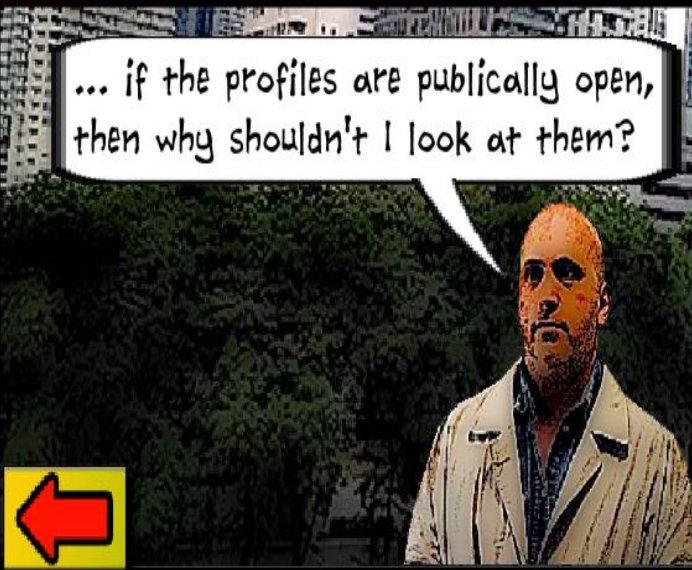


→




... he could see I was a little concerned by this but...

... he said he wanted to be fully prepared and asked...



... if the profiles are publically open, then why shouldn't I look at them?

← RESTART



I couldn't think of how to respond! I've got supervision with John soon...

... do you think I should say anything to him about his actions?



What would you recommend Adrian say to Kate?



← RESTART

→ Advise John that even if profiles are open to the public, he should always ask before looking.

→ You should commend John for showing initiative in preparing for the visit.

→ Don't say anything to John, open profiles should be used to gain important information.

← Listen to your colleagues again




What would you do?

What would be the scenario in
your professional/workplace
setting?


Sometime later Kate feeds back to Adrian...

← RESTART



I'm glad you advised me to talk to John. In supervision, we explored how trust and respect is critical to developing a professional relationship.

John understands that service users should expect us to respect their privacy and confidentiality. He now recognises why it's unethical to look at social media profiles without asking permission first.



Kate also explained that it's only in cases of risk that social media could be used for safeguarding investigations.

However, we would still have to be mindful of ethical implications and consider working with professionals better placed to investigate.

I'm glad I took your advice, thanks!

CONTINUE →

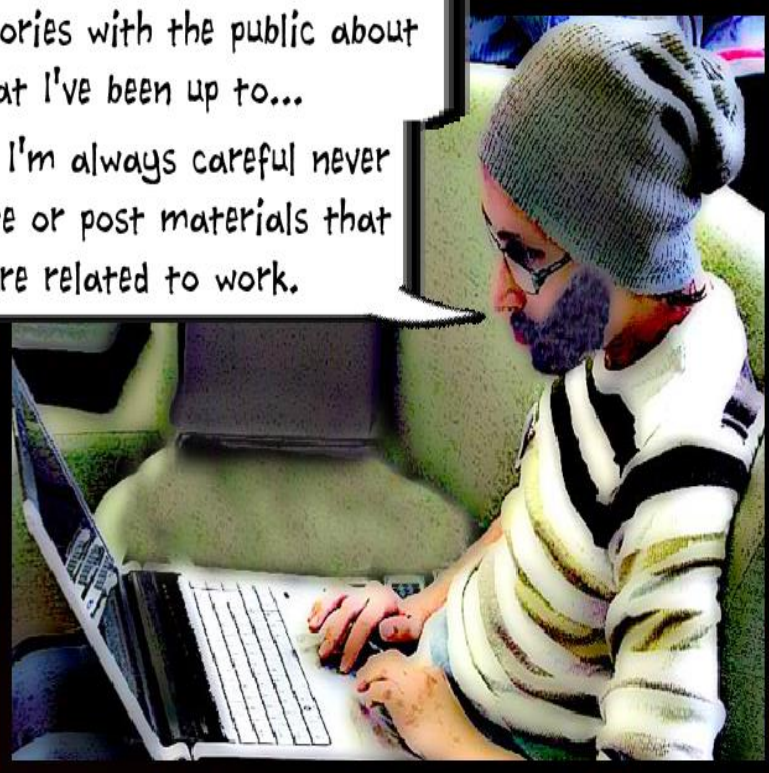
Adrian tells the group about Richard, one of his team...

← RESTART

Richard is a great social worker and really tech savvy...



I love to blog in my own time. I like sharing stories with the public about what I've been up to...
... but I'm always careful never to write or post materials that are related to work.



→

← RESTART

A colleague saw this post and suggested that he should come and see me.



Totally Wasted!!!

We had such a good night out that I couldn't remember how I ended up beside these bins (again) LOL!

We'll be having our weekly pub crawl again next week. Looking forward to getting totally wasted again :-).

Richard's blog, all views my own.



What would you recommend
Adrian say to Richard?



← **RESTART**



You can't always be expected to be on duty,
what you do in your own time is your own
business. There's no problem with the blog post.



Since it's your personal and not work account
it's up to you what you publish. I can't
instruct you to change a personal blog post.



As a social worker even in your personal time
you should be mindful of the image your online
profile projects. You should remove the blog post.



Listen to your
colleagues again



What would you do?

What would be the scenario in
your professional/workplace
setting?

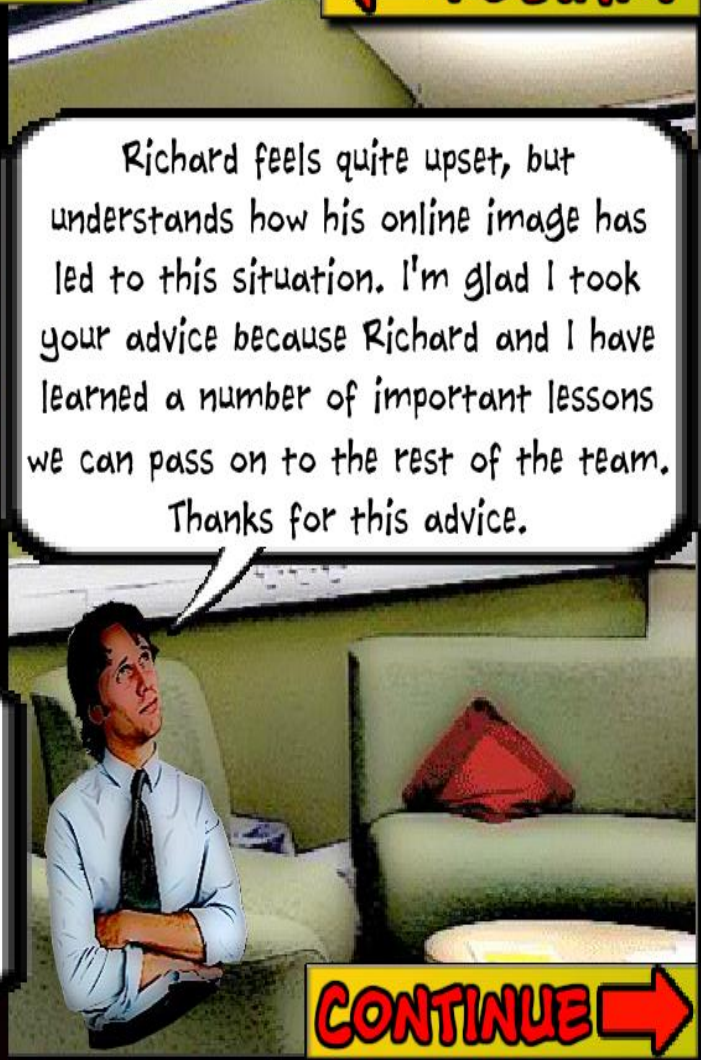
Sometime later Richard comes to see Adrian...

← RESTART

A scene from a video game showing two characters in an office. On the left, a character with a grey beard and a grey beanie (Adrian) is speaking to a man in a light blue shirt (Richard). Richard is looking at Adrian with a thoughtful expression, his hand on his chin.

I wish I'd spoken to you earlier and removed that blog post. You know I'm working with a service user called Jill who has alcohol misuse issues...

...well she saw my blog and asked if she could come along to our next outing. When Jill's partner saw the post she asked for another social worker. She feels I may not be an appropriate person to work with Jill.

A scene from a video game showing Richard sitting on a green sofa in a lounge area. He is looking thoughtful, with his arms crossed. A red cushion is on the sofa next to him.

Richard feels quite upset, but understands how his online image has led to this situation. I'm glad I took your advice because Richard and I have learned a number of important lessons we can pass on to the rest of the team. Thanks for this advice.

CONTINUE →

After a short break, Adrian tells the group about another issue one of his team sought advice about...

← **RESTART**

Sam has been working with a young service user called Lucy.

Well Sam came to me with the following situation.

You know I've been trying to work with Lucy. It's been difficult because she has a history of not engaging with workers. Well, I got a friend request from her to my personal social media account.

I hope Sam accepts my friend request. I told her I find it easier to talk this way.



→

What would you recommend
Adrian say to Sam?



← **RESTART**



You should accept Lucy's request to join your personal network, it could help you quickly establish a good working relationship.



Though it may take longer to create a working relationship, I'd advise against accepting Lucy's friend request to your personal account.



As a profession, we've got to adapt to ways people use social media to communicate. You should accept Lucy's friend request




Listen to your
colleagues again



What would you do?

What would be the scenario in
your professional/workplace
setting?

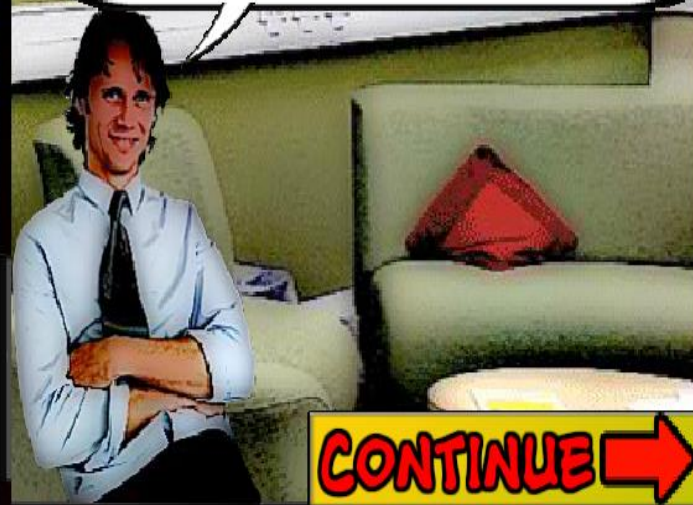
Adrian reveals he had already advised Sam in this way, she had reflected...



I'm really glad you've suggested this, I've been a little worried because I want to keep clear boundaries between my work and private life...

...allowing Lucy access to my private network would have blurred these boundaries. I'll explain this to Lucy and see if we can find another way to proceed.

← **RESTART**



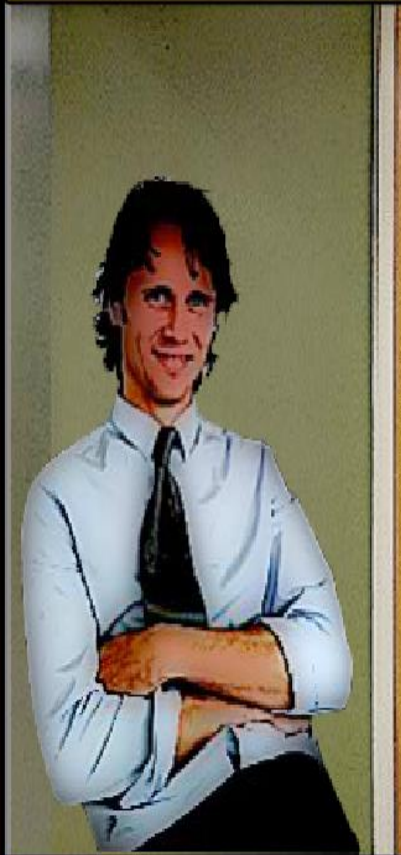
Social media is beginning to blur the boundaries between our private and public lives. I've asked the team to check if they're aware of what information is publically available about them.

I'm pleased with the advice you've offered. But I'd like to see if we can meet Lucy's request another way.

CONTINUE →

What would you recommend
Adrian say to Sam?

← **RESTART**



→ Creating a professional social media account to link up with Lucy is a great idea. You should check to see we have a social media policy. If there is no guidance, seek advice from an appropriate manager.

→ Create a professional account and link up with Lucy. Asking about a social media policy is unnecessary because using a professional account means you can keep your personal information private.

← Listen to your
colleagues again



What would you do?

What would be the scenario in
your professional/workplace
setting?

Adrian seeks advice from an appropriate manager and feedback...



The agency is in the process of creating a policy. There is a keenness for us to start using social media to meet the needs of service users like Lucy.



I've been uncomfortable with the idea of being able to access Lucy's personal posts...

← RESTART

...well the social media policy will offer advice and good practice guidance to ensure everyone's security and confidentiality are respected...

...the policy'll be out next week, so you can use it in partnership with Lucy and her parents to create clear ground rules for using social media.



By not rushing into using social media, we've avoided a number of potential ethical problems. Thank you for your well considered advice!

CONTINUE →

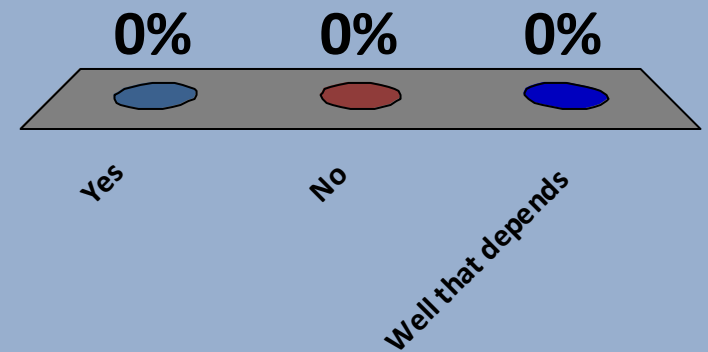


What would you do?

What would be the scenario in
your professional/workplace
setting?

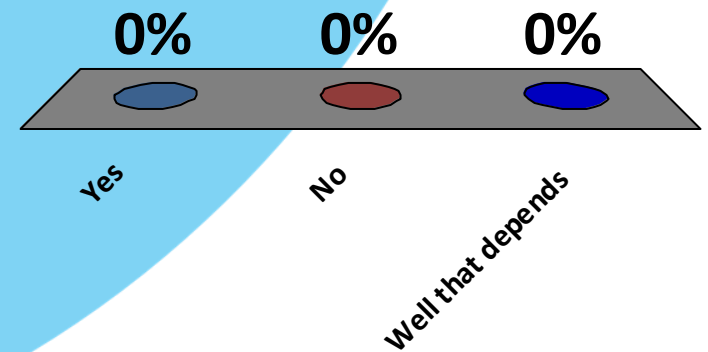
11. How confident are you in managing the dilemmas of social media?

- 1. Yes
- 2. No
- 3. Well that depends



12. Would you be “friends” on social media with someone using your service?

1. Yes
2. No
3. Well that depends



13. Should a worker be disciplined for making discriminatory remarks on social media?

1. Yes
2. No

