Social Media and Policy

ADVANCED ETHICS CONSIDERATIONS

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Introductions

- What is your name?

- What is your role in prevention?

- Why are you participating in this training?

- What are one or two things you are hoping to learn from this training?

Training Objectives

- Review the six principles in the Prevention Code of Ethics
- Identify three ethical issues in prevention related to social media
- Use an ethical decision-making process to apply the Prevention Code of Ethics to current issues in prevention related to social media
- Identify the core elements of a ethics policy
- List at least three topic areas where ethics policy is especially important when delivering prevention services.

Since Your Introduction to Prevention Ethics…

…what ethical issues related to social media are you more aware of?

…how have you applied ethics to your prevention work in the use of social media?

….have you used or shared the ethical decision making process when considering issues related to the use of social media?

…what do you believe are the most pressing ethical issues in our prevention work today?

Expectations

Group Guidelines

- Take turns speaking
- Participate fully
- Be open and respectful
- ELMO
- Save email, etc. for breaks
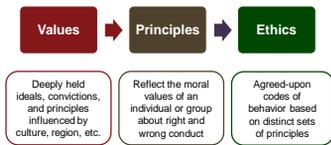- Be punctual after breaks
- Respect confidentiality

Parking Lot

Ethics in Prevention:
Advanced

**Ethics
Overview**

Ethics Defined

Values		Principles		Ethics
Deeply held ideals, convictions, and principles influenced by culture, region, etc.		Reflect the moral values of an individual or group about right and wrong conduct		Agreed-upon codes of behavior based on distinct sets of principles

Prevention Code of Ethics

The **six principles** are:

- Non-Discrimination
- Competence
- Integrity
- Nature of Services
- Confidentiality
- Ethical Obligations for Community and Society

Prevention Code of Ethics

Again…Why a Prevention Code of Ethics?

To help prevention professionals…

➤ Respond appropriately to ethical dilemmas

➤ Make sound and respectful choices each day

➤ Create a climate of respect

➤ Protect those involved in and served by prevention activities

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And More Specifically…Why?

➤ Guide staff and volunteers where an ethical course of action is not immediately obvious

➤ Reinforce the culture and values of the organization and convey a climate of integrity

➤ Communicate clear expectations to staff and volunteers

➤ Minimize subjective and inconsistent standards

➤ Provide protection for the organization and staff

➤ Remain in compliance with government regulations

➤ Adapted from "Good Ideas for Creating a More Ethical and Effective Workplace"

Using Technology and Social Media:
New Ethical Dilemmas

With the use of technology, prevention professionals are vulnerable to being caught unaware by NEW ethical dilemmas.

What Is Social Media?

Forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content.

Instagram
facebook
BLOG
E-mail!
twitter

(Merriam Webster)

With Social Media, Some Prevention Professionals Are...

...ethically astute but struggle to keep up with the technology

...comfortable with technology but less familiar with ethical codes.

?

ETHICAL
unETHICAL
UNETHICAL

Before We Start This Conversation…

ARE YOU A DIGITAL IMMIGRANT OR A DIGITAL NATIVE?

Immigrants   vs.   Natives

•Prefer talking on the phone or in person	•Prefer to talk via chat, text, or messaging thru social media
•Don't text or only sparingly	•Text more than call
•Prefer synchronous communication	•Prefer asynchronous communication
•Prefer receiving information slowly: linearly, logically, & sequentially	•Prefer receiving information quickly & simultaneously from multiple multimedia & other sources
•Prefer reading text (i.e., books) on processing pictures, sounds & video	•Prefer processing /interacting with pictures, graphics, sounds & video before text

Just So you Know…
Current Highest Levels of Mobile Phone Use

Adolescents

Young adults

Socioeconomically disadvantaged

Frequent movers

Latinos and African Americans

Those engaging in health-compromising behaviors

(Fjeldsoe, 2009; Pew Research, 2015)

Ethical Issues Applied to Social Media

Self Disclosure ➡ Nature of Services

Multiple Relationships/Boundary Crossings ➡ Nature of Services

Informed Consent ➡ Nature of Services

Integrity/Professional Competence

Confidentiality/Privacy/Security

Liability for Social Media/Technology Violations ➡ Nature of Services

Lobbying ➡ Ethical Obligations to Community

Some Sensible Rules

- Always surmise that confidentiality applies.
- Post on your behalf, not that of other staff or your organization.
- Know that anonymity is almost impossible and act accordingly.
- Don't endorse candidates or policy positions as a matter of course.
- Have two social media addresses, personal and professional.

http://network.socialmedia.mayoclinic.org/discussions/in12wordsocialmediapolicy

Posting - Prevention Professionals Should Not Post:

- ✓ Participant identifying information for selected or indicated interventions
- ✓ Comments about colleagues or participant groups
- ✓ Unprofessional media (e.g., photographs and/or videos that could mar the reputation of the professional or his/her organization)
- ✓ Positions on legislation
- ✓ Comments about litigation in which one is involved

Possible Online Sanctions and Disciplinary Findings

- Violations of confidentiality
- Failure to reveal conflicts of interest
- Derogatory remarks regarding a participant, employer, colleague, etc.
- Depiction of intoxication or other problem behaviors
- Discriminatory language or practices
- Use of "bad" language
- Lobbying

A Situation to Consider....

If we discover information on the Internet, what is our responsibility if we do find something concerning? Are we mandated to report blog information that indicates abuse, intent to harm self or others? Should we raise this with the participant?

A Situation to Consider…

Does reading participants' blogs put prevention professionals at risk by setting a precedent that we ought to be responsible for that information? For example, If we give people the idea that they can put things on their blogs and we will read it with the intent to intervene, what happens when they put a suicide note up and we do not see it?

A Situation to Consider…

Since so much information is now readily available and easily searchable online, does this mean that obtaining information about our participants or potential or current staff without their permission is ethically acceptable behavior?


Do You Have Personal Guidelines for These Situations?

1. A former youth participant sent a 'friend' request on my personal Facebook page? Should I accept it?

2. One of our coalition members is a friend of one of my family members on Facebook. I don't want him to have access to my personal information, photos, etc. What can I do to protect my personal information?

3. A woman in parent group just posted a comment on my Facebook page that reveals some personal information about her. How should I handle this?

4. I just saw that a coalition member is following me on Facebook. I'm not sure how I feel about her seeing my personal posts.

Do You Have Organizational Guidelines for These Situations?

• A potential participant sent me a direct message on Twitter inquiring about our prevention program for high risk youth. Is Twitter confidential? How should I respond?

• During an interview with a potential employee in our prevention program, the applicant shared some information about her work history. Should I "google" her name to see if what she's reporting is true?

• My staff and I list where we work on our personal media pages.

• Someone "tags" a picture of a coalition event of youth group on our coalition Facebook page.
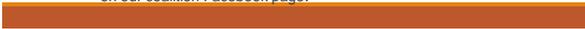
So Does Your Organization Have Social Media Policies About…?

- Friending participants
- Followers
- Messaging through social media
- Conducting Google searches of participants
- Participant testimonials on agency websites
- Pictures on agency websites

Engaging in "friending" and following those whom we serve, supervise, teach or collect research data from, crosses appropriate boundary lines because it implies a personal relationship.

DO YOU AGREE OR DISAGREE?

Nothing Is Private Anymore!

The two-way flow of easily accessible personal information among providers and participants has the potential to lead to momentous changes in our professional relationships and behavior, so…

Assume that participants know a good deal about you because your private life is NOT beyond their reach.

The Problem with Email

"Email is not like mailing a sealed letter or package.

It's more like sending a postcard.

People are not supposed to read it while in transit, but it passes through many hands, and one can never be sure that someone is not reading it illegally."

(AMA, 2010-13)

Activity

In small groups create three guidelines for your prevention staff and/or coalition regarding the use of social media.

Creating an Ethics Policy

Why an Ethics Policy?

THE PROBLEM: Not having a policy leaves us open to increased liability and confusion about expectations of members. When you choose to incorporate ethics into your organization's policy or handle the topics independently, there's agreement that setting expectations, conducting training and holding people accountable is important and necessary.

THE SOLUTION: Develop a policy and be sure everyone on your staff and coalition read the policy and formally reviews in annually.

A CAUTION: Remember that if you identify yourself as a member of an organization, you are always on stage. How you respond in person, on paper, on the phone or online conveys your organization's core values and will determine how it is viewed by the community.

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Issues Related to Non-Discrimination

➢Special accommodations
➢Adherence to CLAS standards
➢Addressing health disparities

CLAS Standards

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https://www.newsenterprises.org/cooperation-regina
https://www.newsenterprises.org/publication/flashlist
https://www.newsenterprises.org/publication/flashlist
https://www.newsenterprises.org/publication/flashlist

ADA Language for Posting of Events

"Reasonable accommodations will be provided for persons with disabilities. To request accommodation, please call: [PHONE NUMBER] at least seven (This must be at least 3 days but can be more) business days in advance. Arrangements will be provided at no cost."

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What Might Your Policy Be?

Your coalition is hosting an informational forum on opioid use in your region. A resident who is hearing impaired has called asking for a certified sign language interpreter for the session. Since there is no money in your budget for this expense, you offer a computer-assisted service instead. The person refuses and repeat his request for an interpreter. You explain that your funding is very minimal and you ask him to reconsider. He refuses and repeats his request.

Issues Related to Competence

➢Referrals to other qualified professionals or services for other prevention services

➢Obligation to be certified or be seeking certification

➢Obligation to refer when a colleague's functioning is impaired

➢Hiring and firing based on "level of competence"

What Might Your Policy Be?

The job description for a position in your prevention program requires that the person have a Bachelor's degree and be certified. It has been a year and despite your periodic reminders that person has made no progress in either area.

Issues Related to Integrity

➢Harassment of staff, participants or any others

➢Falsifying or omitting information in program reporting

➢Using a substance in a manner injurious to self and/or others

➢Consequences of an ethical violation

➢Referral for ethical violation to RICB

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Issues Related to Integrity (continued)

➢Promulgating false or misleading information

➢Receiving commissions, rebates, etc.

➢Entering into personal financial arrangements with program participants

➢Accepting gifts from participants, coalition members or others related to the work

➢Conviction of a felony

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What Might Your Policy Be?

Your coalition has two weeks to develop some public service announcements and media ads about the effects of drug use on the teen brain. An amateur graphic designer is helping as a volunteer. She is using clip art and pictures from the Internet as well as text from other websites to save time. A member of the coalition asks whether permissions have been obtained for their use. The designer says there is no time for this formality.

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Issues Related to Nature of Services

➢Background checks
➢Reporting of abuse
➢Consent to participate
➢Interacting personally with program participants via social media
➢Safeguarding personal information of participants

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Issues Related to Nature of Services (continued)

➢Social media use and interactions
➢Bringing personal issues into a prevention setting
➢Dual relationships – Relationship boundaries
➢Sexual conduct
◦ "Friending"
◦ Use of pictures
◦ Sharing personal contact information

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What Might Your Policy Be?

Rochelle, a facilitator for your youth advisory board, was informed by one of her youth participants that another participant, Sarah, had tweeted that Rochelle was an "incompetent jerk" and that all of the other group members had seen or heard about the comment. Hearing this, Rochelle decided to confront the girl during the next group meeting to address the issue and comment on the appropriate use of social media. Inquiring why she would post such hurtful comments, Sarah meekly replied that she was hurt at the time about something that happened in the group. Rochelle said that she was very upset by the girl's actions. She demanded a public apology in front of the group, stating that such immature behavior would not be tolerated. She then uploaded a copy of the post online with comments about the use of social media for bullying.

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Issues Related to Confidentiality

➤Storage of information, including what is stored electronically

➤Consent to share confidential information

➤Sharing of confidential information

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What Might Your Policy Be?

Your agency has been implementing a substance misuse prevention program in the local high school for an indicated population (youth engaging in risky behavior). The principal has asked for a list of the students by name.

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Issues Related to Ethical Obligations to Community and Society

➤Commitment to wellness

➤Modeling healthy and ethical behaviors

➤Commitment to advocacy

➤Lobbying

What Might Your Policy Be?

A coalition member has posted pictures of himself and his friends partying where most of them appeared intoxicated or "high." You live in a small town where the coalition membership is known to most people.

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Does Your Organization Have a Policy?

Yes

Follow the protocol.

These policies are established to support employees and ensure a consistent response.

No

Use your best judgment.

- **Talk to your supervisor**
- **Talk to your colleague**
- **Report the behavior**
- **Help establish a policy**

CAPT   50

Ethics Policies for Organizations: Key Components

1. Definitions and principles
2. Expectations for specific behaviors
3. Process for reporting unethical behavior
4. Protections for persons reporting concerns
5. Consequences of non-compliance
6. Implementation plan and periodic review

Ethics Policies for Organizations

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Your Turn!

In groups, draft a policy statement around one of the following:

1. "Friending" coalition members
2. Sharing confidential information with another sector in your organization
3. Securing background checks for staff and volunteers
4. Relationships with current or past program participants
5. Advocacy and/or lobbying by staff

Unfinished Business

Questions

Training Objectives

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One Last Question…

Something you learned or re-learned?

A specific action you will take based on this training?

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And Finally, Consider This…

"A people that values its privileges above its principles soon loses both."

 Dwight Eisenhower

"If we want to produce people who share the values of a democratic culture, they must be taught those values and not be left to acquire them by chance."

Cal Thomas